

PROCEEDINGS OF THE BROWN COUNTY
EDUCATION AND RECREATION COMMITTEE

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education and Recreation Committee** was held on Thursday, September 3, 2015 at Way-Morr Park, 3832 Park Road, Greenleaf, Wisconsin.

Present: Chairman Van Dyck, Supervisor Kaye, Supervisor Campbell

Excused: Supervisor Gruszynski, Supervisor Katers

Also Present:

Beth Lemke (*Neville Museum Director*)

Neil Anderson (*Zoo Director*)

Matt Kriese (*Asst. Park Director*)

Brian Simons (*Library Director*)

Lori Denault (*Library – Finance Manager*)

Scott Anthes (*Golf Course Superintendent*)

Supervisor Bill Clancy

Other Interested Parties

I. Call to Order.

The meeting was called to order by Chairman Van Dyck at 6:00 p.m.

II. Approve/Modify Agenda.

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

III. Approve/Modify Minutes of August 6, 2015.

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Comments from the Public.

Cliff Hammond and Jim Blashka from the Lions Club attended the meeting to thank Matt Kriese and the Committee for the generous donation given for the new bridge. Hammond said they are very, very appreciative and he noted that the bridge had been ordered earlier in the day and is in the process of being made. Kriese thanked Hammond and Blashka as well. Hammond continued that the bridge should be installed by the end of October. The bridge will have steel I beams and 1 ¼" treated wood decking. The bridge is ADA compliant and is 8 feet wide which will allow picnic tables to be moved from one side of the park to the other without using the road. Kriese added that since it will be an ADA accessible bridge, there will be a gravel pathway leading to the bridge. The Committee went outside to view the site of the new bridge.

1. Review Minutes of:

- Library Board (July 16, 2015 and July 23, 2015).

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

- Neville Public Museum Governing Board (August 10, 2015).

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Communications

- Communication from Supervisor Gruszynski re: That the Brown County Board, in collaboration with staff, the Library Board and the community, build a comprehensive plan to update aging library facilities,

especially central library, to improve the quality of service, efficiency, space and budget. *Referred from August County Board.*

**Motion made by Supervisor Kaye, seconded by Supervisor Campbell to hold for one month. Vote taken.
MOTION CARRIED UNANIMOUSLY**

NEW Zoo

3. **Budget Status Financial Report for July, 2015.**

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

4. **Zoo Monthly Activity Report for August, 2015.**

Zoo Director Neil Anderson provided the Committee with the operations report for August, 2015, a copy of which is attached. He reported that the Zoo is trending a little low due to the uncooperative weather and he mentioned that there were a number of days with temperatures over 80 degrees. He also mentioned that there was significant storm damage to the Zoo on August 14 which caused the Zoo to close early that day. Some of the exhibits sustained significant damage and some of the animals had to be moved around. There were trees down behind the moose exhibit and the Zoo incurred about \$16,000 in tree removal services as well as about \$1,500 in fence repairs. All of this should be covered by insurance. Anderson stated that on the back of the elk exhibit the perimeter fence and exhibit fence were both damaged, but they were able to close the fence up quickly.

Anderson continued that in looking at attendance numbers the Zoo seems to be tracking closely to 2013. He would like the animal hospital fundraising wrapped up soon so they can concentrate on new animal exhibits. He noted that it has been almost six years since any animal exhibits have been added and this is because they have been working on the education building and the animal hospital during this time. Anderson felt that attendance numbers are starting to show the need for some new animal exhibits. He mentioned that gift shop numbers were interesting in that they did some renovation in the gift shop and the budgeted number for revenue was \$230,000, but already at this time they are at \$242,000.

Van Dyck asked how much was left to fundraise for the animal hospital. Anderson stated it was roughly \$800,000 for the building is there is probably about another \$400,000 needed for equipment and caging. He stated that some of the exhibits that the Zoo Society had put in in the past have had some new sponsorships. In the past when the Zoo Society put up an exhibit, they either got sponsorship initially or they co-sponsored it or were able to sell the sponsorships. They have been working hard on that and they have just received a sponsorship for the lion exhibit and the funds from that will be put into the hospital. Anderson stated that there is probably about \$400,000 still needed. Once the hospital is done, they will be concentrating on getting back into animal exhibits. He felt the fund balance should be about \$500,000 and they will use some of that for the strategic masterplan so they can get the conceptuals ready to go to donors. The hospital and education building total about \$2 million dollars and although they are not significant attendance boosters, they are necessary.

Anderson provided the Committee with a copy of the 2015 Benchmarks from the Association of Zoos and Aquariums. A copy of the full document may be viewed in the minutes posted online. Anderson also provided a Benchmark Report, a copy of which is attached. Anderson noted that the report shows where the NEW Zoo stands in relation to other zoos of similar size with similar budgets in a number of different categories. Anderson talked about some of the information contained in the report and stated that overall the Zoo is in very good shape. He felt the report contained good information for the Committee's review.

As far as upcoming events at the Zoo, Anderson stated that the Dog Days of Summer will be held on September 19 with specials on hot dogs, chips and soda and the sausage runners will probably be there too.

He also stated that Senior Citizen Day will be held on September 4 with free admission as well as coffee and cookies.

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Golf Course

5. Budget Status Financial Report for July, 2015.

Golf Course Superintendent Scott Anthes provided the Committee with the golf course financial statistics for August, 2015, a copy of which is attached. He noted that this August was the best they have had in a while. Rounds were up by about 700 from 2014 and 800 from 2012. Revenue wise the golf course is up about \$9,000 from 2014 and up almost \$25,000 from 2012. Year to date revenue is looking very good and Anthes anticipates being up about \$60,000 from last year's revenue.

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

6. Budget Adjustment (15-54): Reallocation of more than 10% of the funds original appropriated between any of the levels of appropriation.

During the 2016 budget process the Golf Course was looking into purchasing two new fairway mowers to replace the 15 year old ones they currently use. When requesting quotes, the vendor came back with an offer of two new mowers for the price of one, but the offer is only good for this year. The total for both units is normally \$155,000 and they have offered both units to the golf course for \$80,920. This request is to reallocate salary/fringe savings as well as unexpended supplies and grounds maintenance funds to outlay to make this purchase.

Anthes added that he cannot refuse this offer and they are essentially getting the cutting units for free. There is also allocation for a \$2,200 trade-in for the two fairway mowers they already have. Van Dyck asked if Anthes had priced any other units and Anthes stated that he did and the next closest price was \$97,000. He stated that they will hold off hiring for the mechanic position and use the savings from salary and fringe for these mowers. Anthes stated that he does realize this was not budgeted, but this is a very good deal that he does not want to miss out on.

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

7. Superintendent's Report.

Anthes recapped his superintendent's report contained in the agenda packet. He said that they got lucky with the lightning strike on the pump house and did not have to pull the pumps out. Several parts of the pump were replaced and the pump is now up and operational. Anthes continued that they have top dressed the greens and approaches and fertilized all fairways. They continue to apply growth regulators and liquid fertilizer to the greens. All scheduled fungicides have been applied. Anthes noted that the top of a cottonwood tree broke off in a recent storm and became wedged in another cottonwood and they had to have a tree service come out to remove that.

With regard to projects for September, Anthes stated they will start the aerification process towards the end of September and this is typically a two week process. A drain and sod will be installed around the main putting green to make it look like the rest of the greens. Topdressing trees will also begin soon as well as marking trees for winter removal.

Anthes reported that they currently have three events coming up at the golf course. The Friends of Brown County Golf Course event will be held on September 12, the Fall Classic will be held on September 18 and 19 and the Brown County Children's Charity Golf Classic will be held on September 23 with the proceeds being donated to Big Brothers Big Sisters.

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Museum

8. **Budget Status Financial Report for July, 2015.**

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

9. **Director's Report.**

Museum Director Beth Lemke stated that the Museum is holding its own when it comes to year-to-date attendance. Attendance is up but revenue is slightly down. From reviewing some analytical information and looking at the statistics she has found that there are less adult admissions but admissions for children under six are up.

Lemke continued that she is looking at all of the efforts for promotion and marketing and how money is allotted and how it correlates to attendance and revenue. She stated that they are doing much more with the social media component and noted that one of the Packers images has had more than 65,000 views. Lemke is working on getting the right mixture of social media, print media and radio and television ads as well as working with in-kind opportunities. They did launch Dinosaurs recently and they have left the discovery room and are trying to find their place in the museum. They are using this as a platform to address the dinosaur sculptures in the front of the building as well as to try to collect data regarding if the community wants to see more dinosaur exhibits which would be a long-term strategy.

Lemke reported that Spies, Traitors and Saboteurs will be ending on September 6 and will be dismantled and moved out. On September 14 the semis will arrive with Extreme Deep. She encouraged the Committee members to attend the reception for this exhibit.

Van Dyck asked Lemke if she felt the Museum got their bang for the buck on the Spies, Traitors and Saboteurs exhibit. Lemke responded that compared to the rental cost versus all of the time, if she would have added up all the time, compared to the Packers exhibit, she felt it would be a higher cost to Packers than it was a dollar amount, but attendance wise, having the temporary Hall of Fame was an advantage to the Neville. She is taking that information into account going forward and will be doing more correlation going forward with exhibit data from the past and she is trying to get a better handle on this to make better investments on the Foundation side. Lemke continued that next year the Museum will only have one temporary rental exhibit which will be there from Memorial Day through Halloween and it will be tied to a sculpture launch on the grounds. They know that when they bundle or brand things together, the community sees it more and recognizes it more. Obviously if there is a community partner such as the Wisconsin Historical Society or the Art Colony, they get strong attendance. Van Dyck asked if, excluding the Packer exhibit from last year, there was much of a bump for the Spies display in comparison to what would have been put on in the past for less money. Lemke stated that with Spies, the comment book suggestions were very good and people were thrilled that the exhibit was here, but she felt it was a different dynamic than a diehard Packer fan. She continued that they will be working with the Hall of Fame on borrowing objects because not all objects are on display at the Hall of Fame as this will help to tell stories that are not being told at Lambeau.

Lemke distributed the Musepaper and the exhibits brochure to the Committee, copies of which are attached.

Van Dyck asked if there were more advertising dollars planned for Extreme Deep or if it was similar to Spies. Lemke responded that since they did not get the JEM grant, the advertising dollars are tied to admissions and she recalled that she had recently discussed the need for doing a budget adjustment. She noted that they are working with WBAY and there is a fee based piece and an in-kind piece and further, they have a partnership with Press Gazette media. They have been having color ads in the paper on Thursdays and Sundays and there will also be a social media push through Facebook and Press Gazette media which will be timed to the holidays and a few other things. Lemke continued that WFRV does a lot of in-kind things for the Museum and they will continue to work with their sister station in Marquette, Michigan as they do have a draw from the Upper Peninsula.

Van Dyck commented that he had seen that a preliminary budget had been presented to the Governing Board and asked what criteria was followed as far as levy goes. Lemke stated that the budget she gave to the Executive was levy neutral. She noted that the main thing as they talked about earlier in the year is increasing the adult fee for 2016. The marketing dollars listed in the advertising –public notice line are offset by the County Board addressing an adult fee increase in November. Lemke is anticipating that there will be a revenue increase from the ticket price increase which will increase the line item for advertising. She also stated that there are a few more items that have been adjusted, one being the security line. They were over budget on security in 2013 by \$18,000 and they have renegotiated the security contract and there have also been savings this year and based on projection of how many hours they will need security, they are in much better alignment. Lemke also noted that one of the supply lines went up to allow them to start doing things like buying tables for the meeting rooms slowly.

Supervisor Campbell arrived at 6:00 pm.

At this time, Van Dyck addressed the Museum, Library and Parks. He stated that the Human Services Committee recently opened the door to having their departments bring to them the three items that they may need that were not in the budget for the Committee's consideration. He would like to do this for the Ed & Rec Committee as well and he asked the department heads to bring the top three items forward that they would like to fund if there was money available. Van Dyck continued that after listening to this at the Human Services Committee, he would like the departments to stay away from wage issues because he felt that was a much bigger, broader issue for all departments. He is not trying to circumvent the Executive's budget, but he is just looking to have an even playing field. Campbell stated that last year it was brought up that the Committee never gets to see the line items that are removed by the Executive and she also felt it was a good idea to make the Committee aware of the unfunded needs. Kaye also stated that he would like to see the items that were turned down as well as items that were not included. Van Dyck stated this is not so much about things there were turned down as much as it is about items that were not submitted.

Campbell asked Lemke about the status of the Packers Foundation grant. Lemke stated that they did receive the grant and it was for \$30,000 this year and with contingencies of \$30,000 for 2016. She stated that the funding has not been received as of yet because the stadium staff is on vacation.

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Library

10. **Budget Status Financial Report for June and July, 2015.**

Library Finance Manager Lori Denault clarified that the June report is a corrected copy from what was presented last month.

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

11. Director's Report.

Library Director Brian Simons reported that construction on the Southwest Branch should begin in the next two weeks and should take approximately 12 – 14 weeks to complete. The contractor is getting his subs in line and when this is done they will begin the project.

Simons continued that he met with a leadership professor from NWTC this morning as well as a gentleman from Advocates for Healthy Transitional Living who works with at risk youth, foster care youth and Human Services and Workforce Development. NWTC and Advocates for Healthy Transitional Living are looking to use the third floor of the library to develop a leadership institute that would be funded by private partnerships with companies in the area and consist of part-time school and part-time internship with sponsoring parties. The companies would fund the operation as well as contribute to rent to the library. Simons noted that the City is also interested in this and may be willing to contribute part of the sales tax kickback they will be getting. Simons stated that they will meet again next week and continue talking and Simons will keep the Committee advised of developments. He said that the NWTC professor felt the meeting went well and he will advance this project with his class and have the class help determine programming and other things that may be needed with the at risk population. Simons felt this would be a good collaborative partnership to the Library.

Simons concluded his report by indicating that an anonymous patron of the Ashwaubenon branch said she would donate \$10,000 as a match and a fundraising campaign will begin soon. The donor would like the funds to go towards furniture and Simons was happy with this as there is a furniture need in all facilities. The furniture that would be purchased would be somewhat standardized so that pieces could be moved from one branch to another and fit in well. Simons felt that the \$10,000 should be raised in about four months. He stated that the library has not done any fundraising for a while and this will be a nice way to get their feet wet.

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Park Management

12. Parks Budget Status Financial Report for July, 2015.

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

13. Field Staff Reports/Attendance Reports.

Assistant Park Director Matt Kriese reported that attendance is doing very well this year.

Van Dyck asked if there has been any change in the plans at the Fairgrounds regarding moving the track as he heard that it had been stated at a meeting of the Fair Board that the track was not moving. Kriese responded that the first time he heard of this was during the Fair when he was talking with the Fair President, however, they were both busy so there really was not a discussion. Kriese continued that at this time he has not heard any talk about this and to his knowledge the track is still being relocated. From what he heard, there was talk about investing money in the infield and putting drainage tiles in the infield, but he noted that this would not solve any problems with the grounds. He continued that this year about a third of the field seems to be torn up. Parks is moving along with the dirt track being relocated and Kriese will give the President of the Fair Board a call to discuss this. Van Dyck stated that it was his understanding that the President of the Fair Board made the announcement at the full Fair Board meeting that the track was no

longer going to be moved. Kriese stated that he did attend Executive and Fair Board meetings over the last several months and from all of the questions and comments, people made sense of moving the track and they voted in favor of relocating the track and to Kriese's knowledge that plan will stay.

Motion made by Supervisor Kaye, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

14. **Assistant Director's Report.**

Kriese distributed a timber harvest map, a copy of which is attached. This will go out for bids this year and will probably be a two year contract. Kriese explained that the DNR has been really good about this and has been marking trees for no charge so they did not have to hire a consultant. Kriese stated that they have not done any clear cut or aspen regeneration cuts. The forest is definitely an old growth forest and the red circles on the map indicate where aspen regeneration will take place. They did keep this out of the public spotlight as this is sometimes a sensitive subject and they like to be mindful of the user's point of view as well as the health of the forest. This is a new approach that has not been done in the past and Kriese indicated that there will be information and interpretive panels that explain the purpose behind cutting down the trees. He stated that they are not in this for the revenue whatsoever. There will be about 40 – 50 acres of aspen cut, but they are in isolated pockets; it is not a full 40 acre area in one place. Kriese stated that they should receive about \$30,000 for the timber harvest and those funds will go into an account that cannot be used for anything other than Reforestation Camp use. The fund currently specifies that it is for buildings at the Reforestation Camp and Kriese felt it may be a good idea to reword the resolution to indicate funds are for use anywhere at the Reforestation Camp, not specifically for buildings. Van Dyck agreed with this and asked Kriese to revamp the resolution and bring it back to the Committee.

Supervisor Clancy asked if this is selective cutting and Kriese stated that large equipment will be used and the project will be done in 2 – 3 weeks. Kriese stated that logging at the Camp is nothing new. Last time they did this was about four years ago.

Kriese also wished to give props to all of the Friends groups and indicated they are all doing well and he has heard nothing but good things. He stated that the Lions group has raised about \$33,000 and there were about 425 people in attendance at the Music in the Park event when Brown County presented the \$10,000 check. The Neshota group had the playground installed and it was an unbelievable community effort. Friends of the Reforestation Camp trail group is also off to a good start and Kriese is also working with a group for Mountain Bay paving but this is in the infancy stages right now.

Kriese continued that the Bellin Woman's Half Marathon will be starting at Bay Shore Park in September. This is the first year for the event. He continued that the Fair went very well and he does not have attendance figures yet, but there were no complaints or issues. There are a few large events in the parks over the Labor Day weekend and following that the Parks Department will be losing some of the summer staff as kids go back to college.

Kaye reported that he had recently attended a wedding at Pamperin Park and it was very, very nice. He felt it was a beautiful place to have an event and everyone involved did a very good job. Kriese stated that he will pass these comments on to park staff.

Van Dyck asked about a story that had been done on Channel 2 with regard to Friends groups as the gist he got out of it was that the County is no longer taking care of their parks and therefore people have to raise money to fix things. Kriese stated that that story was on Channel 2 and the whole premise of the story was supposed to be on the Friends groups and the importance of them in the parks. Kriese stated that someone in the community went to Channel 2 with the story and the story ended up being negative. Clancy felt that when the bridge is installed at Way Morr that some positive publicity should result. Kriese noted that there were good stories on the other channels.

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Resch Centre/Arena/Shopko Hall – No agenda items.

Other

15. **Audit of bills.**

**Motion made by Supervisor Kaye, seconded by Supervisor Campbell to pay the bills. Vote taken.
MOTION CARRIED UNANIMOUSLY**

16. **Such other matters as authorized by law.**

Kaye asked for a status on the proposed ticket tax with PMI. Van Dyck stated that a group met as an ad hoc committee and strategized and then met with PMI. The ad hoc group asked PMI to consider the ticket surcharge for maintenance purposes and PMI informed that their Board of Directors met and discussed it and this was not an option and the request was basically denied. PMI's reasoning is that based on the money that they pay in along with the money they get from Dick Resch, that there is a sufficient amount of money coming in to take care of any maintenance they foresee in the near future. The group challenged them and stated they were not building up any fund for large, major items, and PMI did not really have a response to that. PMI did admit that they theoretically already charge a surcharge but they keep it.

17. **Adjourn.**

**Motion made by Supervisor Kaye, seconded by Supervisor Campbell to adjourn at 6:58 pm. Vote taken.
MOTION CARRIED UNANIMOUSLY**

Respectfully submitted,

Therese Giannunzio
Recording Secretary

NEW Zoo Operations Report: Aug 2015

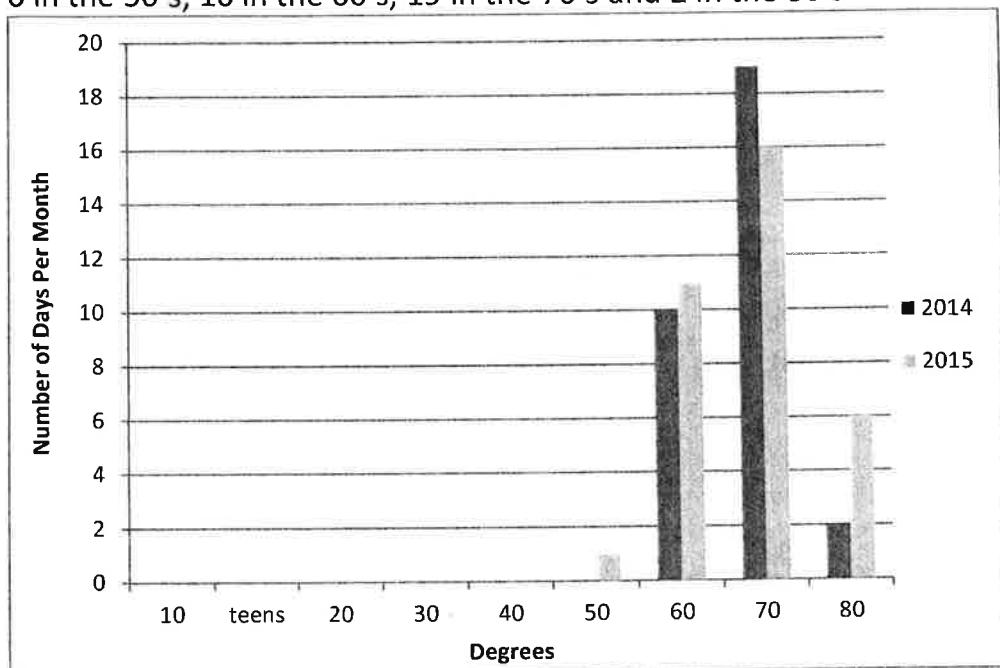
Noteworthy:

Average Temperature recorded at the zoo in August 2015 = 72°F

1 day in the 50's, 11 in the 60's, 13 days in the 70's, and 6 in the 80's.

Average Temperature recorded at the zoo in Aug. 2014 = 78°F

0 in the 50's, 10 in the 60's, 19 in the 70's and 2 in the 80's



Lowest temperature for period in August 2015: 59°F Highest Temp: 60°F

Lowest temperature for period in August 2014: 62°F Highest Temp: 82°F

We had 7 days of rain this August compared to 3 days of rain last August. One storm on a Friday was so severe that we closed down the Zoo early. Damage was estimated to be \$20K+.

August 2015

- 40,857 people visited the Zoo in August 2015, compared to 46,458 last August.
- Admissions sales were: \$171,866, but that does not account for the \$19,323 coming from Broadway Automotive for holding their 99th Birthday event here at the Zoo on August 11 (our admissions would have been \$191,000+). Admissions last August were: \$210,000 (-\$19,000).
- Zoo passes sales this August were in excess of \$16,000 over \$5,000+ from August of 2014.

- Gift Shop sales were \$9,170 more this August than last (\$55,120 compared to last year's \$45,949). This puts our Gift shop sales at \$48,000 more than last year to date. We have already exceeded our 2015 year end goal by approximately \$12,000).
- Mayan sales were only down by \$2,600 from last August (\$53,547 compared to last year's \$56,141). We are only \$12,000 away from reaching our 2015 year end goal in the Mayan).

Per Caps 2015 TYD:

Gift Shop \$1.31

Mayan \$1.34

Admission & Donations \$4.39

Per Caps 2015 Year End Goal:

Gift Shop \$1.02

Mayan \$1.18

Admission & Donations \$4.30

NEW ZOO
ADMISSIONS REVENUE ATTENDANCE
2015 REPORT
2013, 2014 2015

ATTENDANCE

MONTH	2013	2014	2015
January	999	442	1319
February	861	537	564.00
March	5,989	4,910	8300.00
April	10,499	13,425	21298.00
May	37,075	40,506	32946.00
June	43,835	43,858	40508.00
July	38,029	48,534	39,492
August	41,427	46,458	40857.00
September	18,024	16,459	
October	19,672	23,299	
November	1,752	1,521	
December	811	1,777	
TOTAL	218,973	241,726	185284.00

ADMISSION & DONATIONS

MONTH	2013 DONATION BIN	2014 ADMISSIONS BIN	2015 DONATION BIN	ADMISSIONS	2015		2013 PER CAP	2014 PER CAP	2015 PER CAP
					Donation	(-)(+)			
January	1,520.87	53.76	896.00	127.62	2,312.00	-	1416.00	\$1.52	\$2.03
February	1,517.10	-	1,112.00	3.00	1,124.00	-	12.00	\$1.76	\$2.07
March	16,111.68	89.46	16,242.50	30.36	27,856.00		11613.50	\$2.69	\$3.31
April	40,458.27	106.03	41,931.50	-	84,316.50	166.91	42,385.00	\$3.85	\$3.12
May	135,610.19	259.08	181,412.00	615.29	150,906.00	659.86	-	\$3.66	\$4.48
June	167,307.94	847.96	201,002.10	510.02	187,551.00	183.92	-	\$3.82	\$4.58
July	155,324.26	408.00	232,705.50	948.94	187,816.50	156.76	-	\$4.08	\$4.79
August	164,161.23	680.83	210,093.00	1,572.95	171,866.00		(38227.00)	\$3.96	\$4.52
September	67,574.00	-	71,385.50	-				\$3.75	\$4.34
October	70,718.00	519.88	101,361.50	799.73				\$3.59	\$4.35
November	6,580.00	-	6,484.50	177.86				\$3.76	\$4.26
December	2,680.81	10.00	5,776.00	-				\$3.31	\$3.25
TOTAL	\$829,564.35	\$2,975.00	\$1,070,402.10	\$4,785.77	\$813,748.00	\$1,167.45	(71646.60)	\$3.79	\$4.43

**NEW ZOO
GIFT SHOP, MAYAN
ZOO PASS REVENUE**

2015 REPORT

2013, 2014 2015

Paws & Claws					2013	2014	2015	
	Gift Shop	2013	2014	2015	(-)/(+)	PER	PER	PER
		CAP	CAP	CAP	CAP			
January	\$ 1,055.77	\$ 557.40	\$ 1,149.47	\$ 592.07	\$ 1.06	\$ 1.26	0.87147081	
February	\$ 1,251.19	\$ 669.96	\$ 1,157.14	\$ 487.18	\$ 1.45	\$ 1.25	2.05166667	
March	\$ 6,410.95	\$ 4,715.11	\$ 8,770.88	\$ 4,055.77	\$ 1.07	\$ 0.96	1.05673253	
April	\$ 13,203.95	\$ 10,948.35	\$ 26,629.51	\$ 15,681.16	\$ 1.26	\$ 0.82	1.25032914	
May	\$ 39,997.32	\$ 37,175.92	\$ 48,037.15	\$ 10,861.23	\$ 1.08	\$ 0.92	1.45805712	
June	\$ 47,174.03	\$ 44,177.86	\$ 49,886.85	\$ 5,708.99	\$ 1.08	\$ 1.01	1.23153081	
July	\$ 45,434.44	\$ 50,198.70	\$ 51,691.83	\$ 1,493.13	\$ 1.19	\$ 1.03	1.30891902	
August	\$ 44,070.13	\$ 45,949.76	\$ 55,120.22	\$ 9,170.46	\$ 1.06	\$ 0.99	1.34910101	
September	\$ 16,987.95	\$ 11,962.04			\$ 0.94	\$ 0.73		
October	\$ 11,447.06	\$ 8,872.02			\$ 0.58	\$ 0.38		
November	\$ 2,392.94	\$ 1,398.38			\$ 1.37	\$ 0.92		
December	\$ 1,049.37	\$ 2,611.88			\$ 1.29	\$ 1.47		
TOTAL	\$ 230,475.10	\$ 219,237.38	\$ 242,443.05	\$ 48,049.99	\$ 1.05	\$ 0.91	1.30849426	

Mayan					2013	2014	2015	
	Taste of Tropic	2013	2014	2015	(-)/(+)	PER	PER	PER
		CAP	CAP	CAP	CAP			
January	\$ 1,437.87	\$ 698.79	\$ 1,329.18	\$ 630.39	\$ 1.44	\$ 1.58	1.00771797	
February	\$ 1,376.70	\$ 934.03	\$ 800.69	\$ (133.34)	\$ 1.60	\$ 1.74	1.41966312	
March	\$ 4,238.14	\$ 5,601.97	\$ 8,290.85	\$ 2,688.88	\$ 0.71	\$ 1.14	0.99889759	
April	\$ 12,214.97	\$ 12,402.26	\$ 28,478.23	\$ 16,075.97	\$ 1.16	\$ 0.92	1.33713166	
May	\$ 38,989.01	\$ 47,658.53	\$ 42,452.78	\$ (5,205.75)	\$ 1.05	\$ 1.18	1.28855643	
June	\$ 51,184.40	\$ 55,471.02	\$ 54,604.30	\$ (866.72)	\$ 1.17	\$ 1.26	1.34798805	
July	\$ 48,408.14	\$ 65,770.40	\$ 58,923.33	\$ (6,847.07)	\$ 1.27	\$ 1.50	1.49203206	
August	\$ 54,204.81	\$ 56,141.00	\$ 53,547.78	\$ (2,593.22)	\$ 1.31	\$ 1.21	1.31061458	
September	\$ 22,329.62	\$ 21,067.21			\$ 1.24	\$ 1.28		
October	\$ 17,184.31	\$ 20,106.38			\$ 0.87	\$ 0.86		
November	\$ 2,288.80	\$ 1,510.15			\$ 1.31	\$ 0.99		
December	\$ 895.70	\$ 2,054.59			\$ 1.10	\$ 1.16		
TOTAL	\$ 254,752.47	\$ 289,416.33	\$ 248,427.14	\$ 3,749.14	\$ 1.16	\$ 1.20	1.34079111	

ZOO PASS	MONTH	2013	2014	2015	(-)/(+)		
	January	\$ 2,538.00	\$ 881.00	\$ 1,988.00	\$ 1,107.00		
	February	\$ 2,431.00	\$ 2,302.00	\$ 2,320.00	\$ 18.00		
	March	\$ 11,066.00	\$ 12,801.00	\$ 15,290.00	\$ 2,489.00		
	April	\$ 19,401.00	\$ 21,763.00	\$ 30,070.00	\$ 8,307.00		
	May	\$ 25,115.00	\$ 33,474.00	\$ 25,259.00	\$ (8,215.00)		
	June	\$ 20,309.00	\$ 26,236.00	\$ 26,080.00	\$ (156.00)		
	July	\$ 13,361.00	\$ 15,973.00	\$ 15,858.00	\$ (115.00)		
	August	\$ 8,702.00	\$ 11,142.00	\$ 16,165.00	\$ 5,023.00		
	September	\$ 6,526.00	\$ 5,512.00				
	October	\$ 3,255.00	\$ 3,007.00				
	November	\$ 3,075.00	\$ 1,985.00				
	December	\$ 10,531.00	\$ 16,351.00				
TOTAL		\$ 126,310.00	\$ 151,427.00	\$ 133,030.00	\$ 8,458.00		

Gift Shop, Mayan and Admissions Revenue

Monthly Revenue August 2015

Day	Date	Gift Shop	Concessions	Zoo Admissions	Vending	Zoo Pass	Education	Donation	Cons. Fund	Special Event	Attend.	Temp	Weather
sat	1	3,635.94	3,435.38	12,446.00	-	1,696.97	855.00	20.00	-	18.51	-	2448	80 1
sun	2	1,425.62	1,517.71	4,485.00	-	940.76	130.00	114.00	-	7.53	-	925	79 3
mon	3	2,454.79	1,835.16	6,729.00	-	2,028.10	6,729.00	-	-	12.55	-	2782	76 1
tues	4	1,963.01	1,617.39	6,338.50	-	1,188.00	458.00	10.00	-	17.94	-	1414	70 1
wed	5	1,829.97	2,322.51	7,303.50	-	930.35	320.00	409.00	-	5.57	-	1660	71 1
th	6	1,937.73	1,970.75	5,543.00	-	849.45	255.00	12.00	-	18.29	-	1207	72 1
fri	7	786.72	234.39	1,149.00	-	158.00	400.00	318.00	-	0.26	-	236	68 3
sat	8	3,465.45	2,899.34	11,411.00	-	1,405.57	575.00	8.00	-	13.76	-	2329	74 1
sun	9	2,647.85	2,904.64	9,957.50	-	1,137.59	130.00	193.00	-	15.64	-	2053	67 1
mon	10	860.45	1,118.70	3,351.00	-	482.16	435.00	10.00	-	8.30	-	768	67 2
tues	11	2,898.07	3,923.43	50.00	-	1,590.55	-	24.00	-	12.10	-	3728	71 1
wed	12	1,757.24	2,213.43	5,964.50	-	955.01	320.00	65.00	-	10.96	-	1376	81 1
th	13	1,733.03	1,113.83	3,882.00	-	1,383.48	590.00	8.00	-	9.59	-	876	84 1
fri	14	1,163.44	1,027.51	3,492.00	-	628.46	255.00	22.00	-	13.30	-	724	81 3
sat	15	2,138.66	2,028.60	7,253.00	-	892.66	330.00	6.00	-	10.21	-	1454	86 1
sun	16	1,205.02	1,390.39	4,809.00	-	626.65	65.00	-	-	24.57	-	954	82 1
mon	17	622.87	632.85	2,493.00	-	493.16	180.00	-	-	4.18	-	538	77 3
tues	18	988.96	790.88	2,530.00	-	381.06	375.00	-	-	3.30	-	536	67 2
wed	19	1,603.45	1,035.87	3,439.00	-	2,171.11	195.00	62.00	-	10.67	-	797	79 3
th	20	2,290.67	1,117.90	4,330.50	-	551.61	320.00	-	-	11.49	-	992	60 3
fri	21	2,060.65	2,296.46	6,624.00	-	997.87	305.00	450.00	-	4.19	-	1459	77 2
sat	22	2,703.83	3,778.95	10,780.00	-	2,250.91	185.00	-	-	7.42	-	2125	78 1
sun	23	1,543.40	1,219.02	5,477.00	-	532.71	380.00	-	-	14.62	-	1113	75 2
mon	24	1,082.09	1,199.08	4,726.50	-	420.06	255.00	-	-	9.77	-	1002	65 2
tues	25	1,107.23	819.23	3,513.00	-	553.57	195.00	125.00	-	7.34	-	764	59 2
wed	26	1,478.93	1,280.98	4,274.00	-	2,109.19	130.00	-	-	12.67	-	948	62 2
th	27	1,436.15	320.00	4,546.50	-	655.56	100.00	-	-	7.65	-	1097	65 2
fri	28	1,247.66	1,540.67	3,604.00	-	514.61	575.00	-	-	8.43	-	823	67 3
sat	29	1,570.68	1,429.74	6,827.00	-	674.18	128.00	-	-	25.40	-	1436	67 2
Sun	30	1,947.01	2,826.24	9,712.00	-	1,052.25	440.00	-	-	4.29	-	2001	73 1
mon	31	1,533.65	1,706.75	4,825.50	-	458.65	555.00	-	-	6.20	-	292	67 2
Total		\$55,120.22	\$ 53,547.78	\$ 171,866.00	\$ -	\$ 30,710.26	\$ 16,165.00	\$ 1,856.00	\$ -	\$ 336.70	\$ -	40,857	72

Temp and

Weather K = Sunny 2 = Overcast 3 = Rain 3 = Rai 4 = Snow

Vending Consists: Stroller, Animal Feed, Giraffe, Pepsi, Carousel, Train, Penny Press, Hurricane Simulator, Foothsie Woostie, Teles.

2015 Benchmark Report

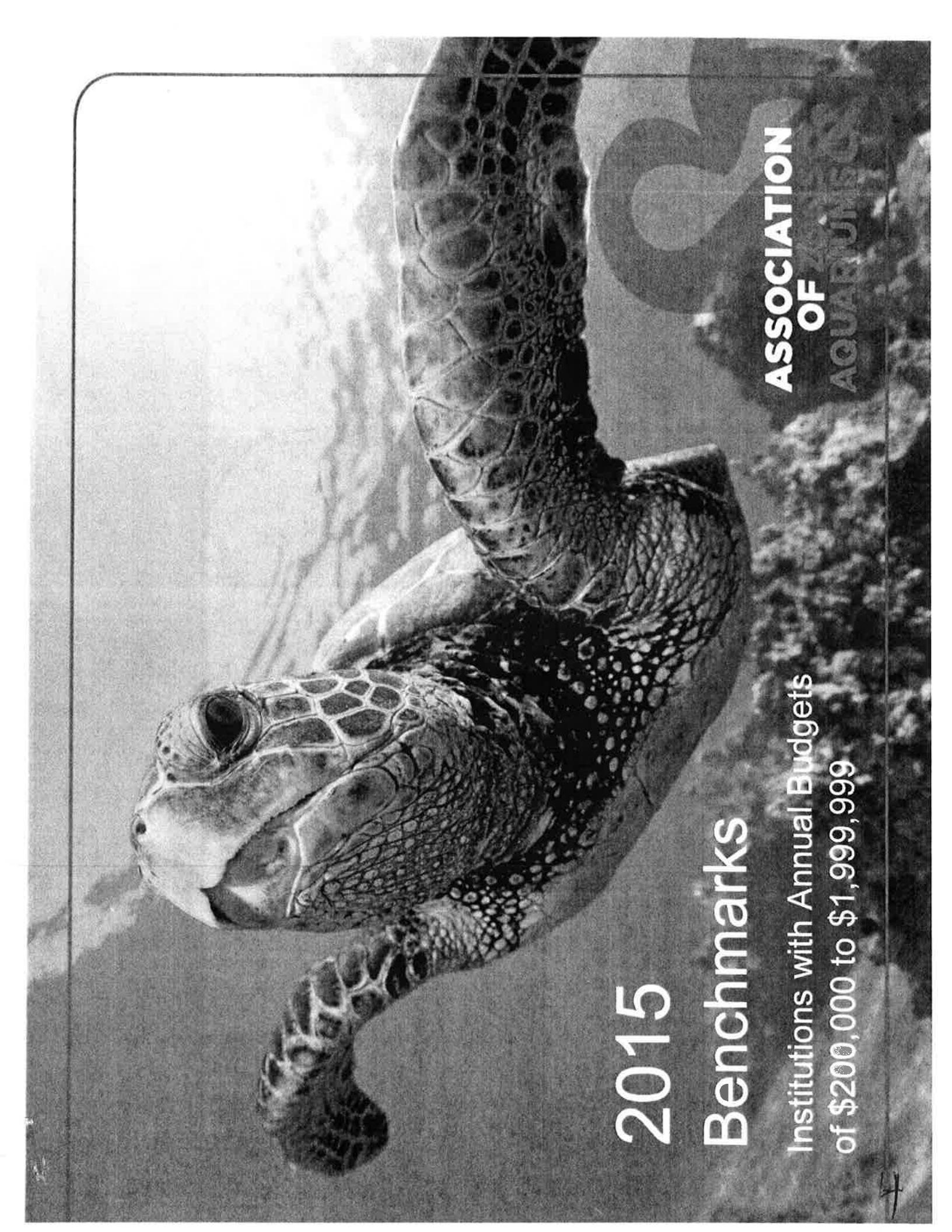
A

2015 Benchmarks AZA Overview-Zoo		All	County	City	Reg.	State	Profit	Non-pr	Found.	Society
		55	3	NEW	Rank	19	5	2	15	1
A Operations										
1	Operating cost per developed Acre	\$ 89,972	\$ 21,117	45						
2	Total acreage	.73	.43	13						
3	Developed acreage	.34	.43	9						
4	Operating cost per visitor -Zoo	\$ 9.80	\$ 3.76	48						
5	Operating cost average	\$ 1,057,554	\$ 908,038	32						
6	Operating cost per day	\$ 2,897	\$ 2,488	32						
B Attendance & Admissions										
1	Attendance	173,625	241,726	8						
2	Number of Memberships	4,147	2,462	19						
3	Number of individual memberships	8,380	9,848	12						
4	Admission price for adults	\$ 8.96	\$ 7.00	33						
5	Admission price for children	\$ 6.42	\$ 5.00	33						
6	Metro population	911,226	253,032	24						
7	Market saturation attendance	341.70%	95.50%	22						
8	Market saturation membership Ind.	11.40%	3.90%	21						
C Capital Expenditure										
1	Infrastructure/capital maintenance	\$ 149,407	\$ 50,000	22						
2	New Construction	\$ 382,059	\$ 50,000	30						
D Workforce										
1	Full-time employees	23	12	31						
2	Part-time employees	14	42	4						
3	Temporary employees	24	0	#REF!						
4	Volunteers	152	165	20						

2015 Benchmark Report

AZA

2015 Benchmarks AZA		All	County	City	Reg.	State	Profit	Non-pr	Found.	Society
		55	3	19	5	2	2	15	1	5
		Average	NEW	Rank						
E Earned Revenue										
1	Gate admissions revenue	\$ 511,784	\$ 1,070,402	3						
2	Gate admissions revenue per capita	\$ 3.34	\$ 4.43	6						
3	Food revenue	\$ 140,965	\$ 302,302	3						
4	Food revenue per capita	\$ 0.62	\$ 1.25	3						
5	Rides revenue	\$ 82,590	\$ 12,073	10						
6	Rides revenue per capita	0.56	0.05	11						
7	Stroller/Wagons revenue	\$ 4,129	\$ 979	14						
8	Stroller/Wagons revenue per capita	0.03	0	14						
9	Gift shop & carts revenue	\$ 120,985	\$ 217,760	3						
10	Gift shop & carts revenue per capita	\$ 1	\$ 0.90	9						
11	Earned Revenue	\$ 767,310	\$ 1,603,516	3						
12	Earned Revenue per capita	\$ 4.70	\$ 6.63	5						
F Parking										
1	Parking spaces for cars	246	675	3						
2	Parking spaces for buses	11	20	6						



2015 Benchmarks

Institutions with Annual Budgets
of \$200,000 to \$1,999,999

ASSOCIATION
OF
AQUARIUMS

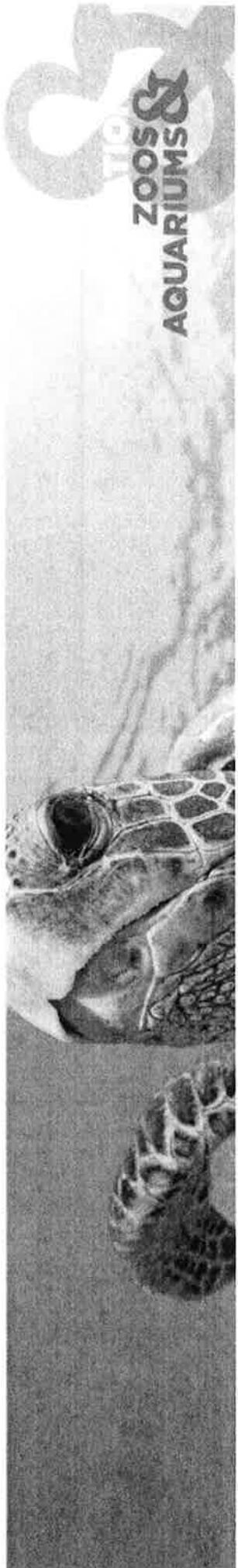
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2015 Benchmark Report

Introduction

The Association of Zoos and Aquariums (AZA) 2015 Benchmark Reports represent information reported by 215 accredited zoos and aquariums in the United States. The reports include information from the 2014 operating year. Data was primarily retrieved from each Institution's "My AZA" account on www.aza.org on April 28, 2015. Some additional data was reported from other AZA and industry surveys.

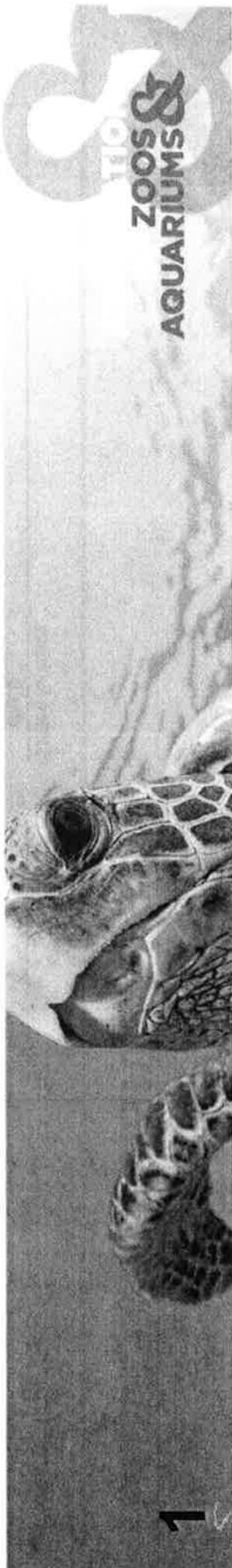
Benchmarks are broken into four budget ranges:

- \$200,000 - \$1,999,999
- \$2,000,000 - \$6,999,999
- \$7,000,000 - \$25,999,999
- \$26,000,000 - \$215,999,999

The AZA wishes to acknowledge and thank all organizations and individuals for their contribution to this important project. All information was provided by AZA member institutions and the following exceptions should be noted:

- AZA cannot verify the accuracy of all data reported and Institutions not reporting data were not included;
- 2014 annual operating costs are based on budgets excluding concessions/gift shop sales and capital improvements;
- Institutions not reporting Annual operating costs but confirming highest possible ranges are reported as \$99,999,999;
- Estimates may have been reported for admission costs, number of membership and individuals within those memberships;
- Some graph categories do not display information due to lack of Institutions that fall in that category;
- Percentages in the Tables listed as 0.0% are due to rounding, but have a positive value;
- For the purposes of this report, Institutions classified as Aquariums are stand-alone and not combined zoo and aquariums.

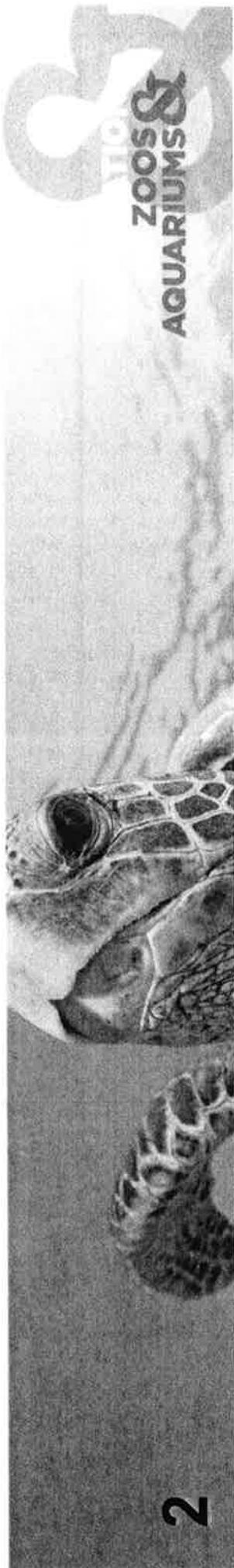
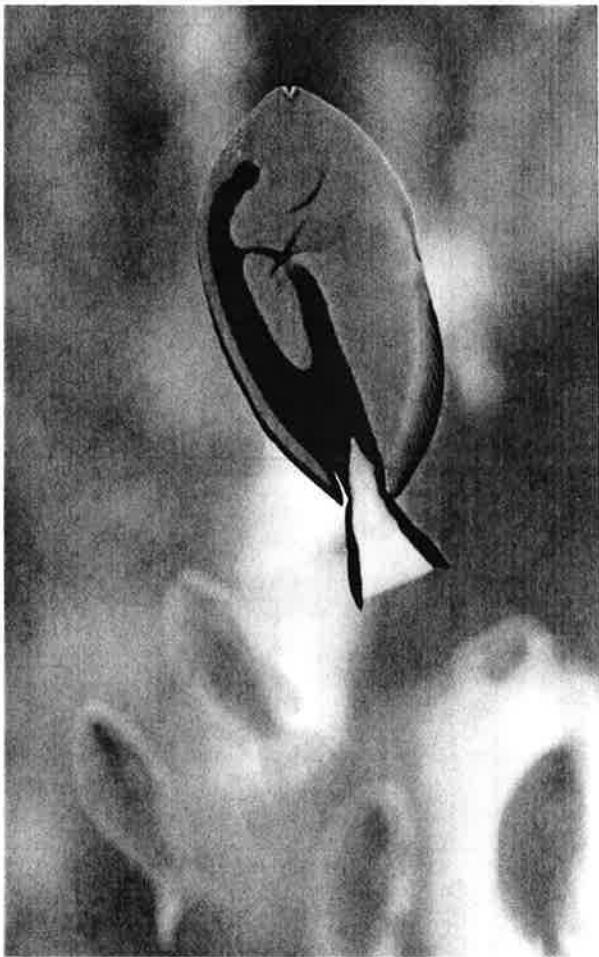
Primary Contacts of AZA-accredited Institutions may receive a data file by contacting AZA directly. As always, we welcome your feedback about any aspect of this report or data collection design and process. Contact AZA's Member Services Team at membership@aza.org.



Operations

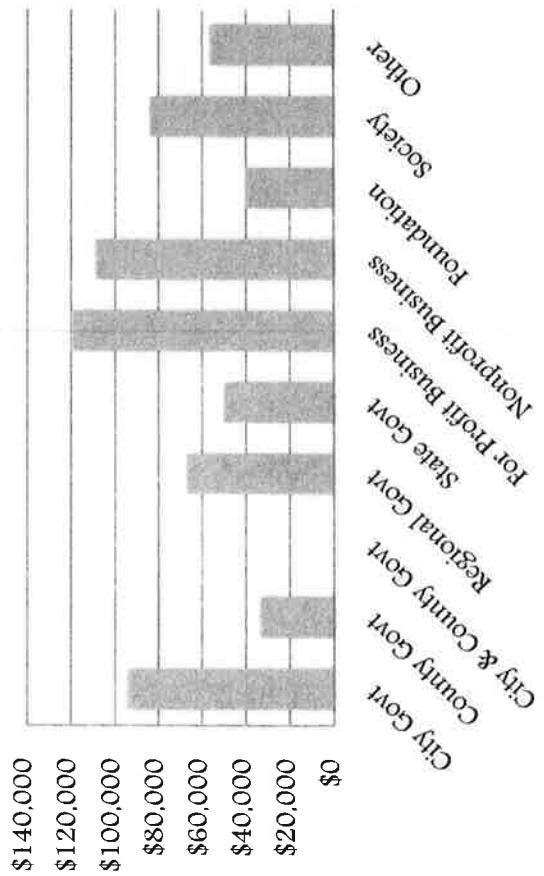
Notes

- Governing authority is responsible for the daily operation of the zoo/aquarium.
- Nonprofit business is a nonprofit organization or corporation, other than a society.
- Operating cost is based on annual budget reported excluding Concession/Gift Shop sales and capital expenditures.

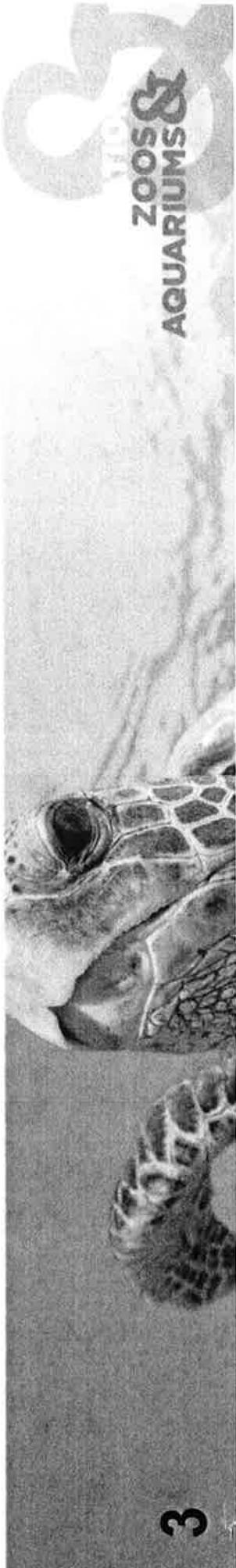
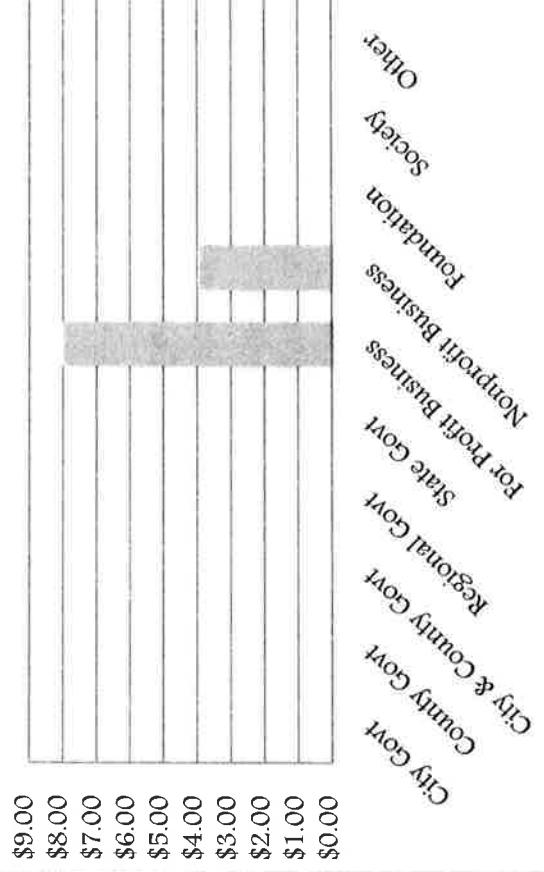


Operations

Operating Cost
per Developed Acre

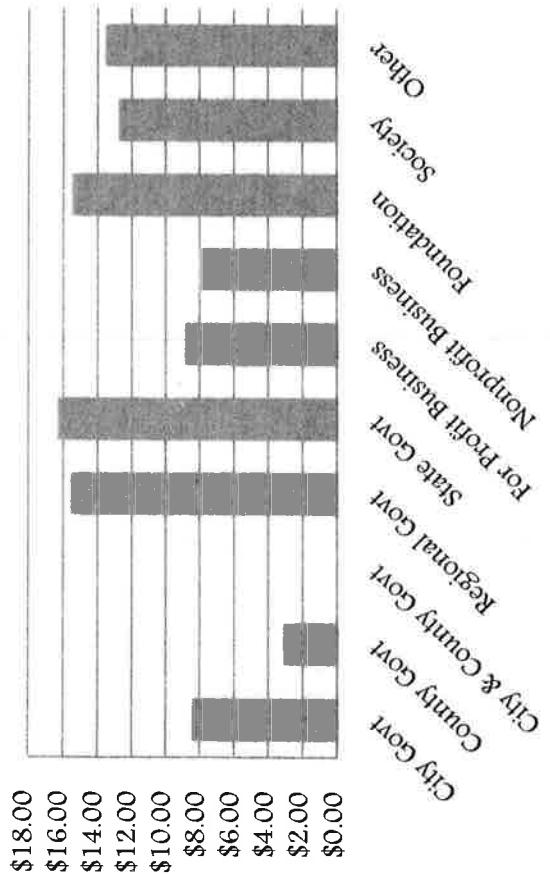


Operating Cost
per Aquarium Gallon

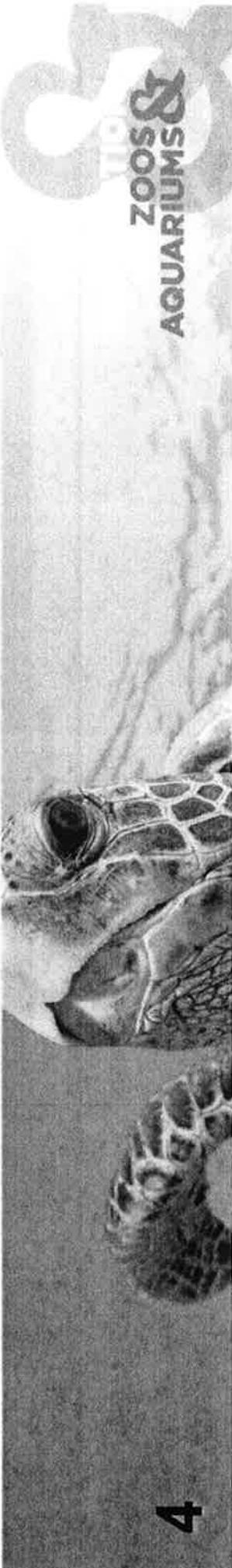
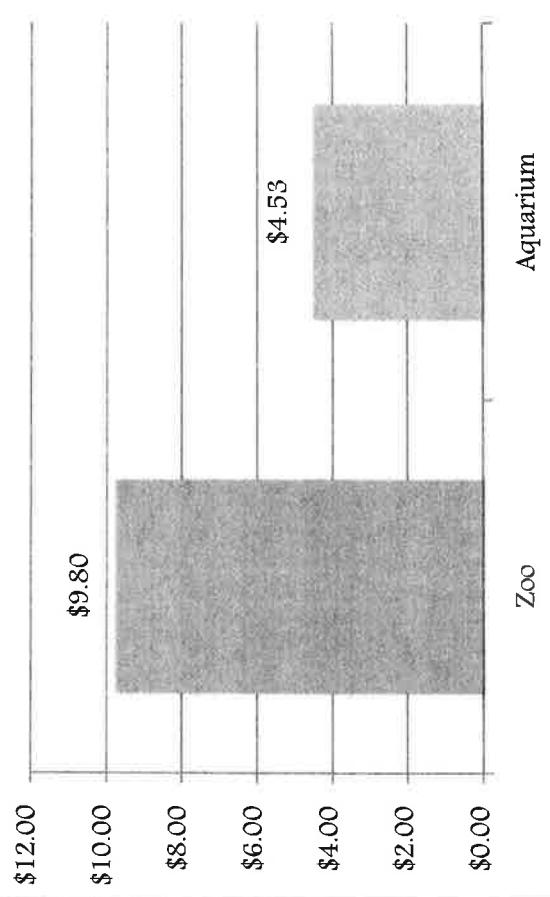


Operations

**Operating Cost per Visitor
by Governing Agency**



**Operating Cost per Visitor
by Institution Type**



Operations

Governing Agency

	Total	City & County Govt	Regional Govt	County Govt	County Govt	State Govt	Business	Nonprofit	Foundation	Society	Other
All Institutions	57	19	3	0	5	2	4	16	1	5	2
Zoos	55	19	3	0	5	2	2	15	1	5	2
Aquariums	2	0	0	0	0	0	1	1	0	0	0
African Safari Wildlife Park											
Alameda Park Zoo		City Govt									
Bergen County Zoological Park		County Govt									
Bramble Park Zoo		City Govt									
Brandywine Zoo		State Govt									
Brookgreen Gardens		Nonprofit Business									
Buttonwood Park Zoo		City Govt									
Cape May County Park Zoo		County Govt									
Capron Park Zoo		City Govt									
Chahinkapa Zoo		Nonprofit Business									
Charles Paddock Zoo		City Govt									
Chattanooga Zoo at Warner Park		Nonprofit Business									
Chehaw Wild Animal Park		Regional Govt									
Children's Zoo at Celebration Square		Nonprofit Business									
Clyde Peeling's Reptiland		For Profit Business									
Cosley Zoo		Regional Govt									
Dakota Zoo		Society									
Ellen Trout Zoo		City Govt									
Grizzly & Wolf Discovery Center		Nonprofit Business									
Happy Hollow Zoo		City Govt									
Henson Robinson Zoo		Regional Govt									
Hutchinson Zoo		City Govt									
Jenkinson's Aquarium		For Profit Business									
Lake Superior Zoo		Society									
Lee G. Simmons Conservation Park & Wildlife Safari		Nonprofit Business									
Lee Richardson Zoo		City Govt									
Lehigh Valley Zoo		Nonprofit Business									
Lincoln Children's Zoo		Nonprofit Business									
Living Desert Zoo & Gardens State Park		State Govt									
Mill Mountain Zoo		Society									
Miller Park Zoo		City Govt									
Museum of Science		Nonprofit Business									
National Mississippi River Museum & Aquarium		Nonprofit Business									
Northeastern Wisconsin (NEW) Zoo & Adventure Park		County Govt									
Oglebay's Good Zoo		City Govt									
Potawatomi Zoo		Society									
Pueblo Zoo		Nonprofit Business									
Racine Zoological Gardens		Society									
Red River Zoo		Nonprofit Business									
Riverside Discovery Center		Foundation									
Roosevelt Park Zoo		Regional Govt									
Safari West Wildlife Preserve		Other									
Salisbury Zoological Park		City Govt									
Santa Ana Zoo		City Govt									
Santa Fe College Teaching Zoo		Other									
Scovill Zoo		Regional Govt									
Sequoia Park Zoo		City Govt									
Squam Lakes Natural Science Center		Nonprofit Business									
Sunset Zoological Park		City Govt									
Tautphaus Park Zoo		City Govt									



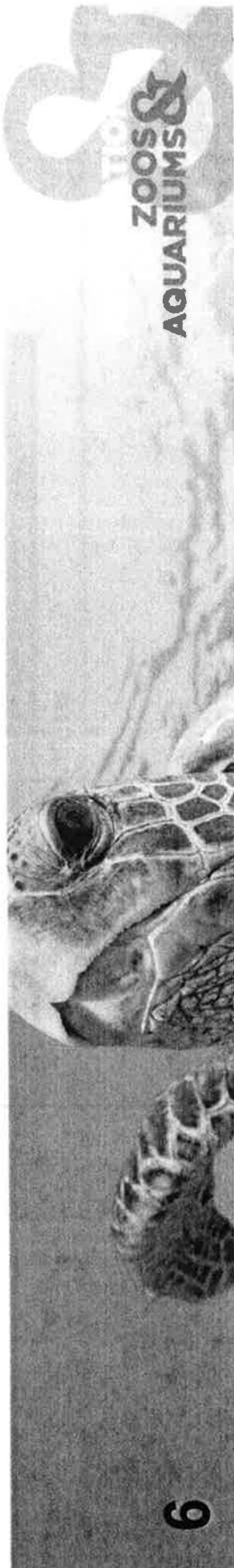
Operations

Governing Agency

	Governing Agency						For Profit	Nonprofit	Business	Foundation	Society	Other
	Total	City Govt	County Govt	County Govt	State Govt	Govt						
All Institutions	57	19	3	0	5	2	4	16	1	5	2	
Zoos	55	19	3	0	5	2	2	15	1	5	2	
Aquariums	2	0	0	0	0	0	1	1	0	0	0	
The Boonshoft Museum of Discovery												
The Butterfly House												
The David Taylor Zoo of Emporia												
Trevor Zoo												
Western North Carolina Nature Center												
Zoo Boise												
ZOOAMERICA North American Wildlife Park												

4

6



Operations

2014 Operating Cost

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	\$7	\$1,052,908	\$1,340,000	\$939,049	\$715,686
Zoos	55	\$1,057,554	\$1,342,850	\$939,049	\$720,343
Aquariums	2	\$925,152	\$1,062,576	\$925,152	\$787,727
1 Lee Richardson Zoo	\$1,967,750	\$26	Scovill Zoo	\$980,938	
2 Chatta nooga Zoo at Warner Park	\$1,966,887	\$27	Brandywine Zoo	\$975,420	
3 Potawatomi Zoo	\$1,945,665	\$28	The Butterfly House	\$950,000	
4 Santa Ana Zoo	\$1,886,880	\$29	Sunset Zoological Park	\$939,049	
5 Lincoln Children's Zoo	\$1,837,600	\$30	Western North Carolina Nature Center	\$914,979	
6 ZOOAMERICA North American Wildlife Park	\$1,818,954	\$31	Oglebay's Good Zoo	\$912,000	
7 Chehaw Wild Animal Park	\$1,762,400	\$32	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$908,038	
8 Zoo Boise	\$1,630,053	\$33	Living Desert Zoo & Gardens State Park	\$902,600	
9 Racine Zoological Gardens	\$1,617,605	\$34	Bramble Park Zoo	\$893,740	
10 Ellen Trout Zoo	\$1,482,439	\$35	Charles Paddock Zoo	\$869,420	
11 Lake Superior Zoo	\$1,446,900	\$36	Sequoia Park Zoo	\$862,302	
12 Lehigh Valley Zoo	\$1,444,449	\$37	Roosevelt Park Zoo	\$857,730	
13 Happy Hollow Zoo	\$1,374,678	\$38	Mill Mountain Zoo	\$840,000	
14 Squam Lakes Natural Science Center	\$1,345,700	\$39	Museum of Science	\$827,824	
15 Pueblo Zoo	\$1,340,000	\$40	Capron Park Zoo	\$807,951	
16 Tautphaus Park Zoo	\$1,324,302	\$41	Dakota Zoo	\$778,900	
17 Grizzly & Wolf Discovery Center	\$1,310,860	\$42	Children's Zoo at Celebration Square	\$725,000	
18 African Safari Wildlife Park	\$1,295,000	\$43	Henson Robinson Zoo	\$715,686	
19 Buttonwood Park Zoo	\$1,287,952	\$44	Clyde Peeling's Reptiland	\$692,095	
20 Miller Park Zoo	\$1,213,890	\$45	Bergen County Zoological Park	\$676,832	
21 Jenkinson's Aquarium	\$1,200,000	\$46	National Mississippi River Museum & Aquarium	\$650,303	
22 Cosley Zoo	\$1,192,934	\$47	Safari West Wildlife Preserve	\$645,152	
23 Salisbury Zoological Park	\$1,133,469	\$48	Riverside Discovery Center	\$636,862	
24 Cape May County Park Zoo	\$1,100,000	\$49	Hutchinson Zoo	\$575,000	
25 Lee G. Simmons Conservation Park & Wildlife Safari	\$991,300	\$50	Santa Fe College Teaching Zoo	\$569,534	



Operations

2014 Operating Cost

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	\$1,052,908	\$1,340,000	\$939,049	\$715,686
Zoos	55	\$1,057,554	\$1,342,850	\$939,049	\$720,343
Aquariums	2	\$925,152	\$1,062,576	\$925,152	\$787,727

51	Trevor Zoo	\$535,656
52	Chahinkapa Zoo	\$501,750
53	Red River Zoo	\$489,000
54	Alameda Park Zoo	\$456,057
55	The David Traylor Zoo of Emporia	\$428,039
56	Brookgreen Gardens	\$335,000
57	The Boonshoft Museum of Discovery	\$245,222



Operations

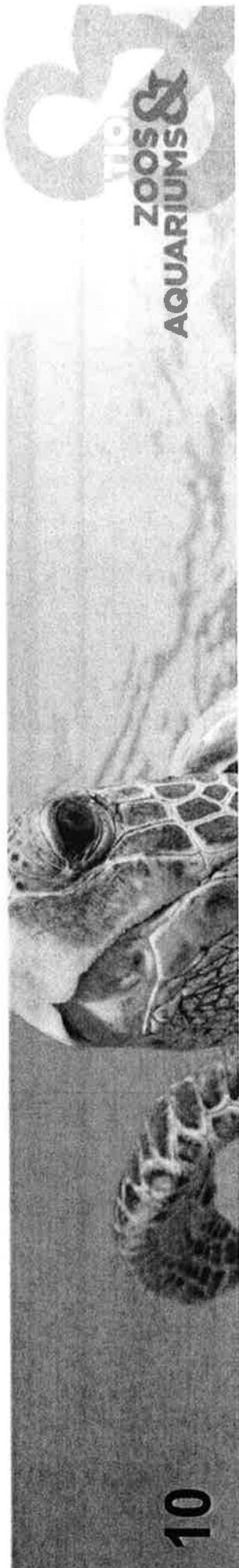
Operating Cost per Day

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	\$2,885	\$3,671	\$2,573	\$1,961
Zoos	55	\$2,897	\$3,679	\$2,573	\$1,974
Aquariums	2	\$2,535	\$2,911	\$2,535	\$2,158
1 Lee Richardson Zoo		\$5,391			
2 Chattanooga Zoo at Warner Park		\$5,389			
3 Potawatomi Zoo		\$5,331			
4 Santa Ana Zoo		\$5,170			
5 Lincoln Children's Zoo		\$5,035			
6 ZOOAMERICA North American Wildlife Park		\$4,983			
7 Chehaw Wild Animal Park		\$4,828			
8 Zoo Boise		\$4,466			
9 Racine Zoological Gardens		\$4,432			
10 Ellen Trout Zoo		\$4,061			
11 Lake Superior Zoo		\$3,964			
12 Lehigh Valley Zoo		\$3,957			
13 Happy Hollow Zoo		\$3,766			
14 Squam Lakes Natural Science Center		\$3,687			
15 Pueblo Zoo		\$3,671			
16 Tauphaus Park Zoo		\$3,628			
17 Grizzly & Wolf Discovery Center		\$3,591			
18 African Safari Wildlife Park		\$3,548			
19 Buttonwood Park Zoo		\$3,529			
20 Miller Park Zoo		\$3,326			
21 Jenkins' Aquarium		\$3,288			
22 Cosley Zoo		\$3,268			
23 Salisbury Zoological Park		\$3,105			
24 Cape May County Park Zoo		\$3,014			
25 Lee G. Simmons Conservation Park & Wildlife Safari		\$2,716			
26 Scovill Zoo		\$2,688			
27 Brandywine Zoo		\$2,672			
28 The Butterfly House		\$2,603			
29 Sunset Zoological Park		\$2,573			
30 Western North Carolina Nature Center		\$2,507			
31 Oglebay's Good Zoo		\$2,499			
32 Northeastern Wisconsin (NEW) Zoo & Adventure Park		\$2,488			
33 Living Desert Zoo & Gardens State Park		\$2,473			
34 Bramble Park Zoo		\$2,449			
35 Charles Paddock Zoo		\$2,382			
36 Sequoia Park Zoo		\$2,362			
37 Roosevelt Park Zoo		\$2,350			
38 Mill Mountain Zoo		\$2,301			
39 Museum of Science		\$2,268			
40 Capron Park Zoo		\$2,214			
41 Dakota Zoo		\$2,134			
42 Children's Zoo at Celebration Square		\$1,986			
43 Henson Robinson Zoo		\$1,961			
44 Clyde Peeling's Reptiland		\$1,896			
45 Bergen County Zoological Park		\$1,854			
46 National Mississippi River Museum & Aquarium		\$1,782			
47 Safari West Wildlife Preserve		\$1,768			
48 Riverside Discovery Center		\$1,745			
49 Hutchinson Zoo		\$1,575			
50 Santa Fe College Teaching Zoo		\$1,560			

Operations

Operating Cost per Day

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	\$2,885	\$3,671	\$2,573	\$1,961
Zoos	55	\$2,897	\$3,679	\$2,573	\$1,974
Aquariums	2	\$2,535	\$2,911	\$2,535	\$2,158
51 Trevor Zoo		\$1,468			
52 Chahinkapa Zoo		\$1,375			
53 Red River Zoo		\$1,340			
54 Alameda Park Zoo		\$1,249			
55 The David Taylor Zoo of Emporia		\$1,173			
56 Brookgreen Gardens		\$918			
57 The Boonshoft Museum of Discovery		\$672			



Operations

Cost per Visitor

		Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	\$9.61	\$11.85	\$8.84	\$5.24	
Zoos	55	\$9.80	\$11.85	\$9.01	\$5.37	
Aquariums	2	\$4.53	\$4.99	\$4.53	\$4.07	
1	Chehaw Wild Animal Park	\$43.33				\$9.08
2	Living Desert Zoo & Gardens State Park	\$22.31				\$9.01
3	Racine Zoological Gardens	\$20.10				\$9.01
4	Squam Lakes Natural Science Center	\$17.94				\$8.84
5	Trevor Zoo	\$17.86				\$8.83
6	Lake Superior Zoo	\$16.61				\$8.47
7	Clyde Peeling's Reptiland	\$16.60				\$8.44
8	Riverside Discovery Center	\$15.53				\$8.14
9	Bramble Park Zoo	\$14.39				\$8.01
10	Santa Fe College Teaching Zoo	\$13.60				\$7.85
11	Charles Paddock Zoo	\$13.12				\$7.79
12	Mill Mountain Zoo	\$12.68				\$7.74
13	Ellen Trout Zoo	\$12.15				\$7.60
14	Chattanooga Zoo at Warner Park	\$11.85				\$7.52
15	Sunset Zoological Park	\$11.85				\$6.79
16	Miller Park Zoo	\$11.73				\$5.50
17	Hutchinson Zoo	\$11.50				\$5.45
18	Pueblo Zoo	\$11.42				\$5.24
19	African Safari Wildlife Park	\$10.79				\$5.21
20	Brandywine Zoo	\$10.38				\$5.19
21	Tautphaus Park Zoo	\$10.19				\$4.84
22	Children's Zoo at Celebration Square	\$9.93				\$3.78
23	Roosevelt Park Zoo	\$9.53				\$3.76
24	Potawatomi Zoo	\$9.49				\$3.61
25	Safari West Wildlife Preserve	\$9.22				\$3.26

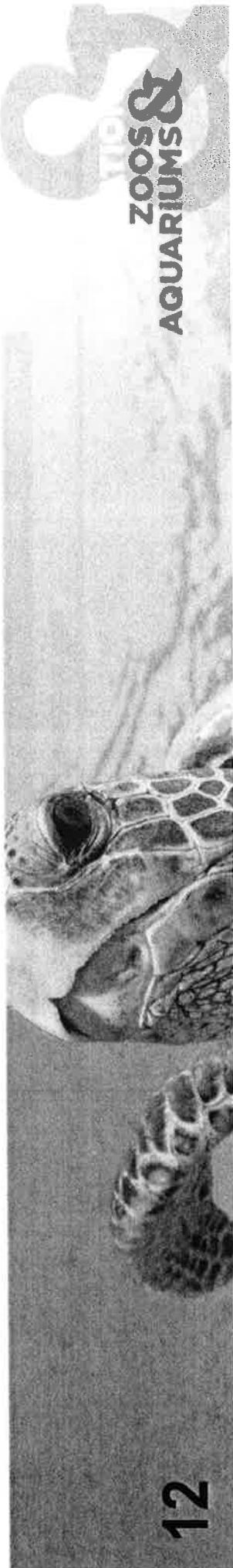


Operations

Cost per Visitor

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	\$9.61	\$11.85	\$8.84	\$5.24
Zoos	55	\$9.80	\$11.85	\$9.01	\$5.37
Aquariums	2	\$4.53	\$4.99	\$4.53	\$4.07

51	Bergen County Zoological Park	\$3.15
52	Happy Hollow Zoo	\$3.02
53	ZOOAMERICA North American Wildlife Park	\$2.92
54	Cape May County Park Zoo	\$2.75
55	The Boonshoft Museum of Discovery	\$1.40
56	Brookgreen Gardens	\$1.12
57	Museum of Science	\$0.50



Operations

Operating Cost per Developed Acre

Zoos	Total	Average	75 Percentile	50 Percentile	25 Percentile
Zoos	54	\$89,972.26	\$126,388.67	\$66,398.04	\$34,097.41

1	The Butterfly House	\$527,777.78
2	Lincoln Children's Zoo	\$262,514.29
3	Miller Park Zoo	\$202,315.00
4	Tautphaus Park Zoo	\$189,186.00
5	Trevor Zoo	\$178,552.00
6	Charles Paddock Zoo	\$173,884.00
7	Clyde Peeling's Reptiland	\$173,023.75
8	Sequoia Park Zoo	\$172,460.40
9	Cosley Zoo	\$170,419.14
10	Mill Mountain Zoo	\$168,000.00
11	ZOOAMERICA North American Wildlife Park	\$165,359.45
12	Chattanooga Zoo at Warner Park	\$151,299.00
13	Zoo Boise	\$148,186.64
14	Buttonwood Park Zoo	\$128,795.20
15	Grizzly & Wolf Discovery Center	\$119,169.09
16	Museum of Science	\$118,260.57
17	Santa Ana Zoo	\$117,930.00
18	Lake Superior Zoo	\$90,431.25
19	Happy Hollow Zoo	\$85,917.38
20	Potawatomi Zoo	\$84,594.13
21	Salisbury Zoological Park	\$83,960.67
22	Brandywine Zoo	\$81,285.00
23	Capron Park Zoo	\$80,795.10
24	Ellen Trout Zoo	\$74,121.95
25	Children's Zoo at Celebration Square	\$72,500.00
26	Bergen County Zoological Park	\$67,683.20
27	Racine Zoological Gardens	\$67,400.21
28	Scovill Zoo	\$65,395.87
29	Alameda Park Zoo	\$65,151.00
30	Hutchinson Zoo	\$57,500.00
31	Santa Fe College Teaching Zoo	\$56,953.40
32	Pueblo Zoo	\$53,600.00
33	The David Taylor Zoo of Emporia	\$53,504.88
34	Henson Robinson Zoo	\$51,120.43
35	Lehigh Valley Zoo	\$49,808.59
36	Squam Lakes Natural Science Center	\$44,856.67
37	Bramble Park Zoo	\$44,687.00
38	Roosevelt Park Zoo	\$40,844.29
39	Riverside Discovery Center	\$39,803.88
40	Lee Richardson Zoo	\$35,777.27
41	Sunset Zoological Park	\$33,537.46
42	Oglebay's Good Zoo	\$30,400.00
43	Chahinkapa Zoo	\$23,512.18
44	Western North Carolina Nature Center	\$21,785.21
45	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$21,117.16
46	Red River Zoo	\$20,375.00
47	Living Desert Zoo & Gardens State Park	\$20,057.78
48	African Safari Wildlife Park	\$19,923.08
49	The Boonshoft Museum of Discovery	\$13,623.44
50	Cape May County Park Zoo	\$12,941.18

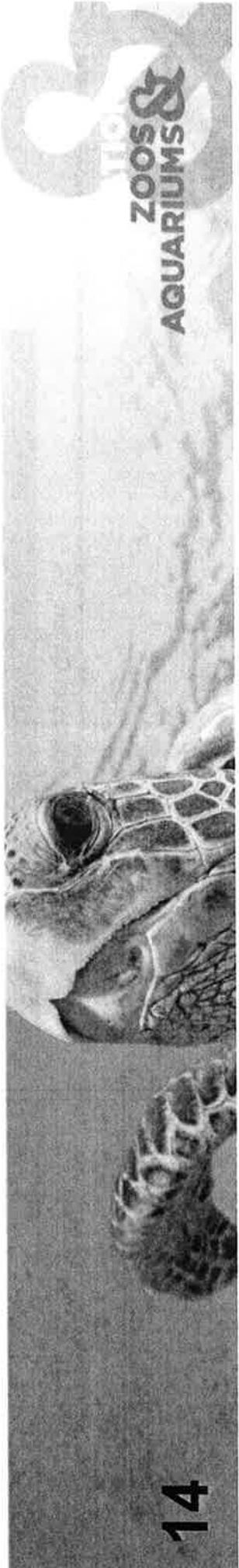
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Operations

Operating Cost per Developed Acre

	Total	Average	75 Percentile	50 Percentile	25 Percentile
Zoos	54	\$89,972.26	\$126,388.67	\$66,398.04	\$34,097.41

51	Dakota Zoo	\$11,983.08
52	Chehaw Wild Animal Park	\$10,367.06
53	Lee G. Simmons Conservation Park & Wildlife Safari	\$3,097.81
54	Brookgreen Gardens	\$957.14

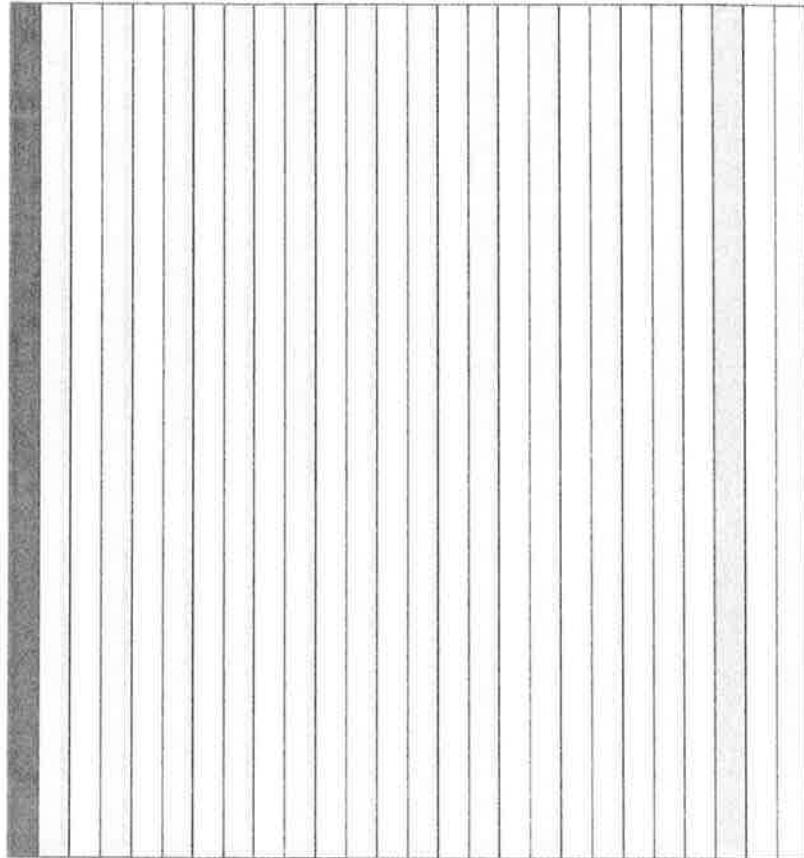


Operations

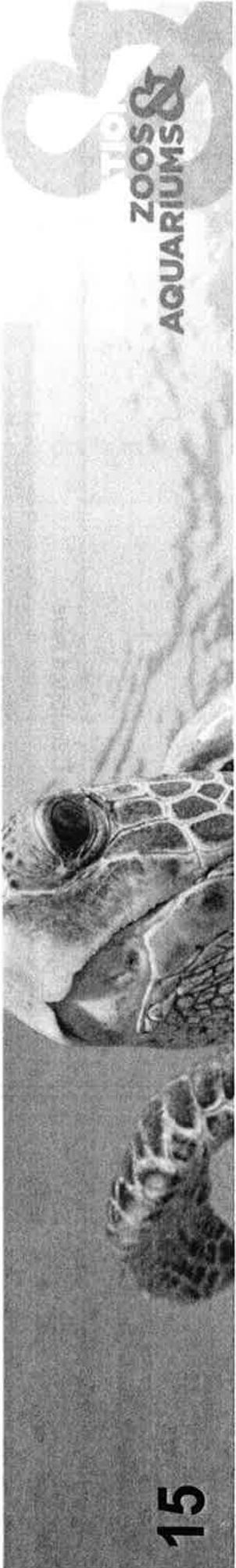
Operating Cost per Aquarium Gallon

Aquariums	Total	Average	75 Percentile	50 Percentile	25 Percentile
	2	\$5.99	\$7.01	\$5.99	\$4.96

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|---|--|--------|
| 1 | Jenkinson's Aquarium | \$8.03 |
| 2 | National Mississippi River Museum & Aquarium | \$3.94 |



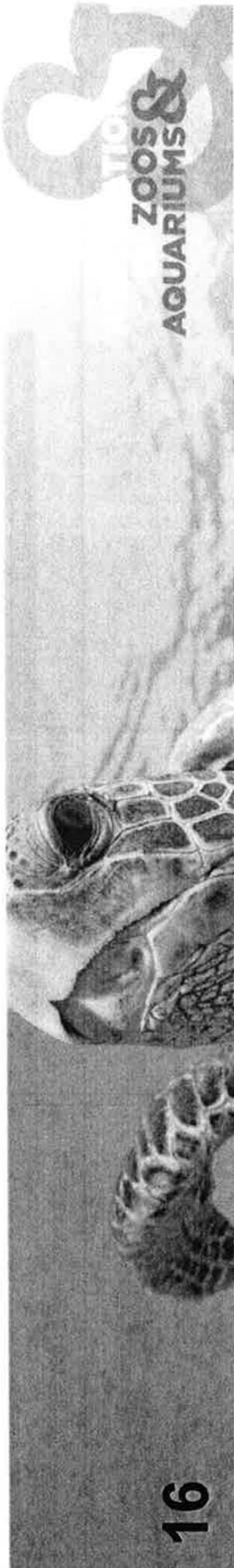
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Operations

Total Acreage

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	52	73	42	20	12
Zoos	52	73	42	20	12
Aquariums	0				
1 Living Desert Zoo & Gardens State Park	1,500	26	Ellen Trout Zoo	20	
2 Lee G. Simmons Conservation Park & Wildlife Safari	440	27	Capron Park Zoo	20	
3 Safari West Wildlife Preserve	400	28	Bramble Park Zoo	20	
4 Squam Lakes Natural Science Center	200	29	Bergen County Zoological Park	18	
5 African Safari Wildlife Park	100	30	Lake Superior Zoo	16	
6 Dakota Zoo	90	31	Henson Robinson Zoo	15	
7 Chehaw Wild Animal Park	90	32	Scovill Zoo	15	
8 Cape May County Park Zoo	85	33	Chattanooga Zoo at Warner Park	14	
9 Oglebay's Good Zoo	60	34	Grizzly & Wolf Discovery Center	14	
10 Lee Richardson Zoo	55	35	Salisbury Zoological Park	14	
11 Brookgreen Gardens	50	36	ZOOAMERICA North American Wildlife Park	13	
12 Sunset Zoological Park	48	37	Brandywine Zoo	13	
13 Northeastern Wisconsin (NEW) Zoo & Adventure Park	43	38	Mill Mountain Zoo	12	
14 Western North Carolina Nature Center	42	39	Lincoln Children's Zoo	12	
15 Hutchinson Zoo	35	40	Santa Fe College Teaching Zoo	12	
16 Red River Zoo	32	41	Zoo Boise	11	
17 Chahinkapa Zoo	31	42	Buttonwood Park Zoo	10	
18 Lehigh Valley Zoo	29	43	The David Taylor Zoo of Emporia	8	
19 Racine Zoological Gardens	28	44	Cosley Zoo	8	
20 Children's Zoo at Celebration Square	26	45	Alameda Park Zoo	7	
21 Pueblo Zoo	25	46	Tautphaus Park Zoo	7	
22 Potawatomi Zoo	23	47	Trevor Zoo	6	
23 Riverside Discovery Center	23	48	Happy Hollow Zoo	6	
24 Roosevelt Park Zoo	21	49	Charles Paddock Zoo	6	
25 Santa Ana Zoo	20	50	Miller Park Zoo	6	

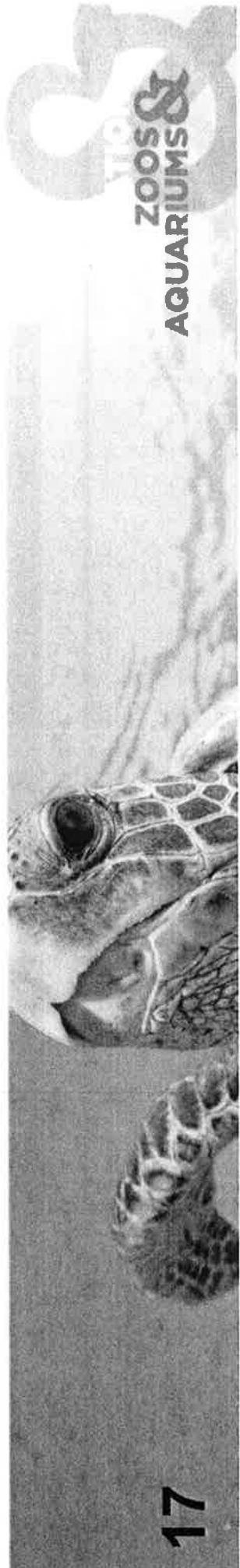
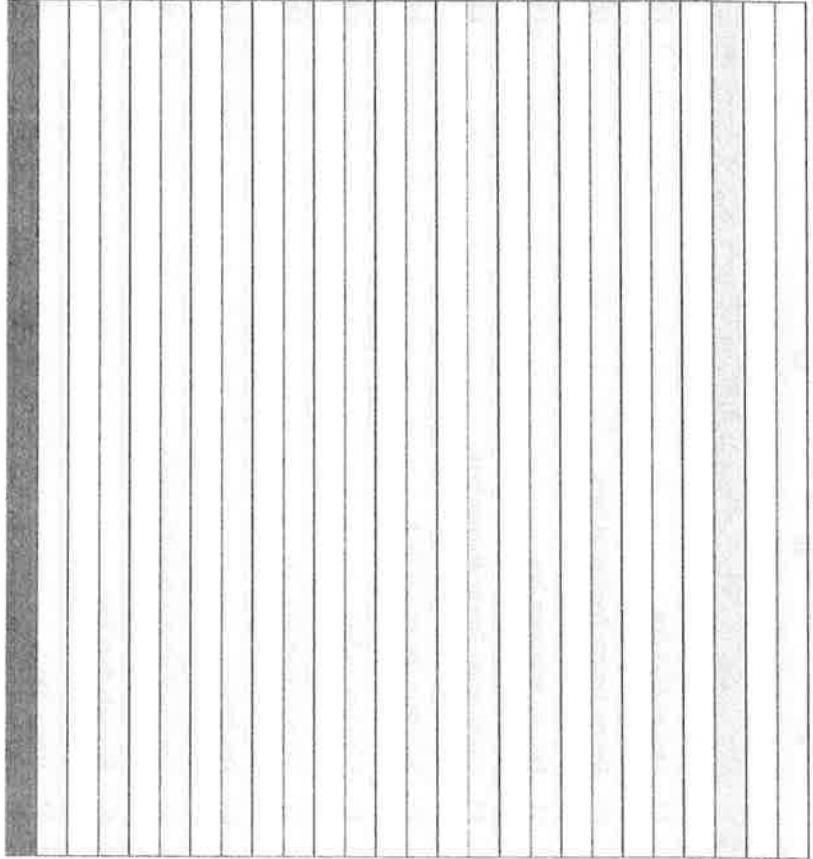


Operations

Total Acreage

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	52	73	42	20	12
Zoos	52	73	42	20	12
Aquariums	0				

- 51 Sequoia Park Zoo
52 The Butterfly House



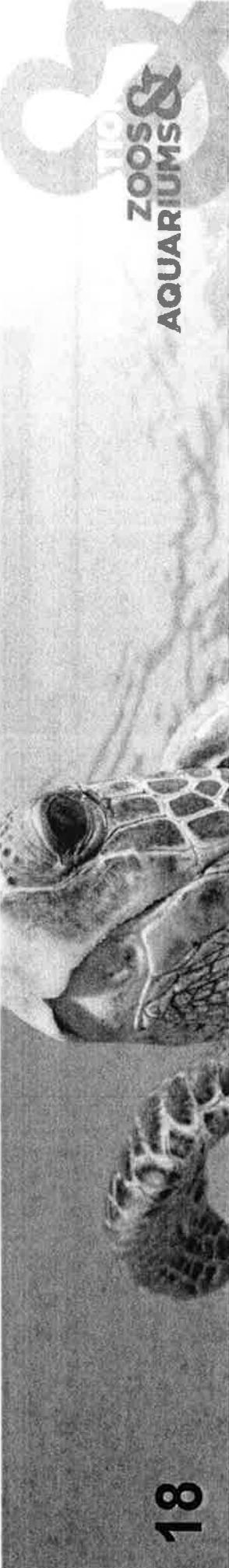
Operations

Developed Acreage

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	55	34	27	15	10
Zoos	54	34	27	16	10
Aquariums	1	14	14	14	14
1 Brookgreen Gardens	350	26	Happy Hollow Zoo	16	
2 Lee G. Simmons Conservation Park & Wildlife Safari	320	27	Lake Superior Zoo	16	
3 Chahaw Wild Animal Park	170	28	Scovill Zoo	15	
4 Cape May County Park Zoo	85	29	National I Mississippi River Museum & Aquarium	14	
5 African Safari Wildlife Park	65	30	Henson Robinson Zoo	14	
6 Dakota Zoo	65	31	Salisbury Zoological Park	14	
7 Lee Richardson Zoo	55	32	Chattanooga Zoo at Warner Park	13	
8 Living Desert Zoo & Gardens State Park	45	33	Brandywine Zoo	12	
9 Northeastern Wisconsin (NEW) Zoo & Adventure Park	43	34	Grizzly & Wolf Discovery Center	11	
10 Western North Carolina Nature Center	42	35	Zoo Boise	11	
11 Squam Lakes Natural Science Center	30	36	ZOOAMERICA North American Wildlife Park	11	
12 Oglebay's Good Zoo	30	37	Santa Fe College Teaching Zoo	10	
13 Lehigh Valley Zoo	29	38	Children's Zoo at Celebration Square	10	
14 Sunset Zoological Park	28	39	Bergen County Zoological Park	10	
15 Pueblo Zoo	25	40	Capron Park Zoo	10	
16 Racine Zoological Gardens	24	41	Buttonwood Park Zoo	10	
17 Red River Zoo	24	42	Hutchinson Zoo	10	
18 Potawatomi Zoo	23	43	The David Taylor Zoo of Emporia	8	
19 Chahinkapa Zoo	21	44	Tautphaus Park Zoo	7	
20 Roosevelt Park Zoo	21	45	Cosley Zoo	7	
21 Ellen Trout Zoo	20	46	Lincoln Children's Zoo	7	
22 Bramble Park Zoo	20	47	Museum of Science	7	
23 The Boonshoft Museum of Discovery	18	48	Alameda Park Zoo	7	
24 Santa Ana Zoo	16	49	Miller Park Zoo	6	
25 Riverside Discovery Center	16	50	Mill Mountain Zoo	5	

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ZOOS &
AQUARIUMS

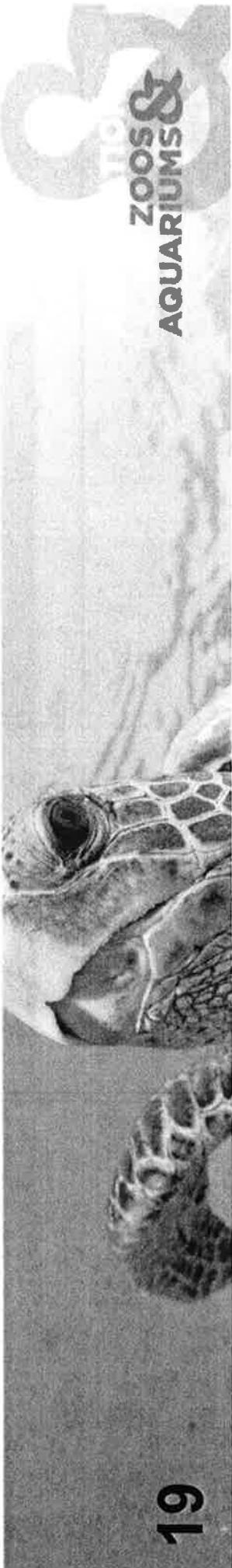


Operations

Developed Acreage

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	55	34	27	15	10
Zoos	54	34	27	16	10
Aquariums	1	14	14	14	14

- 51 Charles Paddock Zoo
- 52 Sequoia Park Zoo
- 53 Clyde Peeling's Reptiland
- 54 Trevor Zoo
- 55 The Butterfly House



ZOOS &
AQUARIUMS

Operations

Aquarium Square Footage

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	16	7,675	11,240	257	50
Zoos	14	4,967	3,050	160	50
Aquariums	2	26,629	28,715	26,629	24,544

1	Chahinkapa Zoo	30,828
2	National Mississippi River Museum & Aquarium	30,800
3	Buttonwood Park Zoo	25,000
4	Jenkinson's Aquarium	22,458
5	Clyde Peeling's Reptiland	7,500
6	Dakota Zoo	3,400
7	Bramble Park Zoo	2,000
8	Northeastern Wisconsin (NEW) Zoo & Adventure Park	264
9	ZOOAMERICA North American Wildlife Park	250
10	Trevor Zoo	70
11	Sunset Zoological Park	50
12	Lake Superior Zoo	50
13	Racine Zoological Gardens	50
14	Sequoia Park Zoo	40
15	Squam Lakes Natural Science Center	20
16	Riverside Discovery Center	12



ZOOS &
AQUARIUMS

Operations

Aquarium Gallons

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	28	19,971	14,000	525	250
Zoos	26	9,415	6,478	500	250
Aquariums	2	157,210	161,105	157,210	153,314
1	National Mississippi River Museum & Aquarium	165,000	26	Miller Park Zoo	120
2	Jenkinson's Aquarium	149,419	27	Squam Lakes Natural Science Center	90
3	Buttonwood Park Zoo	85,000	28	Lee G. Simmons Conservation Park & Wildlife Safari	75
4	Ellen Trout Zoo	50,000			
5	Red River Zoo	40,000			
6	Sequoia Park Zoo	20,000			
7	Zoo Boise	14,000			
8	ZOOAMERICA North American Wildlife Park	14,000			
9	Bramble Park Zoo	7,500			
10	Northeastern Wisconsin (NEW) Zoo & Adventure Park	3,410			
11	Dakota Zoo	2,500			
12	Trevor Zoo	2,500			
13	Racine Zoological Gardens	1,500			
14	The Boonshoft Museum of Discovery	550			
15	Sunset Zoological Park	500			
16	Lake Superior Zoo	500			
17	Chahinkapa Zoo	500			
18	Bergen County Zoological Park	450			
19	Clyde Peeling's Reptiland	300			
20	Alameda Park Zoo	270			
21	Riverside Discovery Center	250			
22	Western North Carolina Nature Center	250			
23	Lincoln Children's Zoo	240			
24	Museum of Science	150			
25	Hutchinson Zoo	125			

F

Operations

Gallons per Square Foot

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	16	43.7	23.1	8.3	3.7
Zoos	14	49.1	27.7	10.0	3.5
Aquariums	2	6.0	6.3	6.0	5.7
1 Sequoia Park Zoo	500.0				
2 ZOOAMERICA North American Wildlife Park	56.0				
3 Trevor Zoo	35.7				
4 Racine Zoological Gardens	30.0				
5 Riverside Discovery Center	20.8				
6 Northeastern Wisconsin (NEW) Zoo & Adventure Park	12.9				
7 Lake Superior Zoo	10.0				
8 Sunset Zoological Park	10.0				
9 Jenkinson's Aquarium	6.7				
10 National Mississippi River Museum & Aquarium	5.4				
11 Squam Lakes Natural Science Center	4.5				
12 Bramble Park Zoo	3.8				
13 Buttonwood Park Zoo	3.4				
14 Dakota Zoo	0.7				
15 Clyde Peeling's Reptiland	0.0				
16 Chahinkpa Zoo	0.0				

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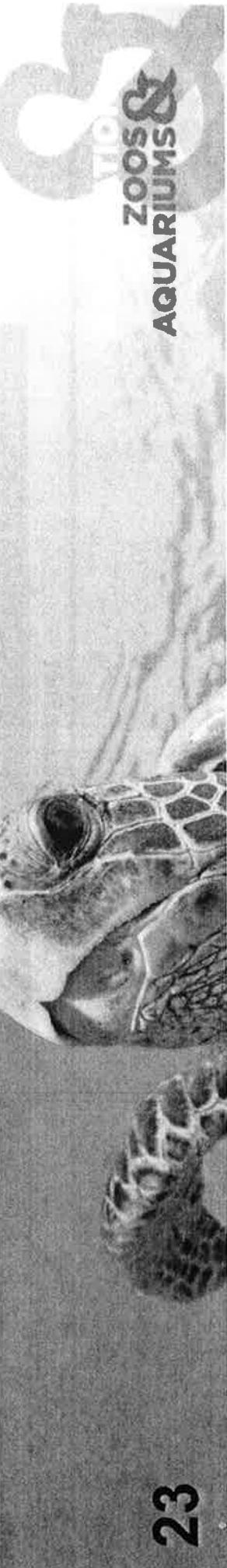


Attendance & Admissions



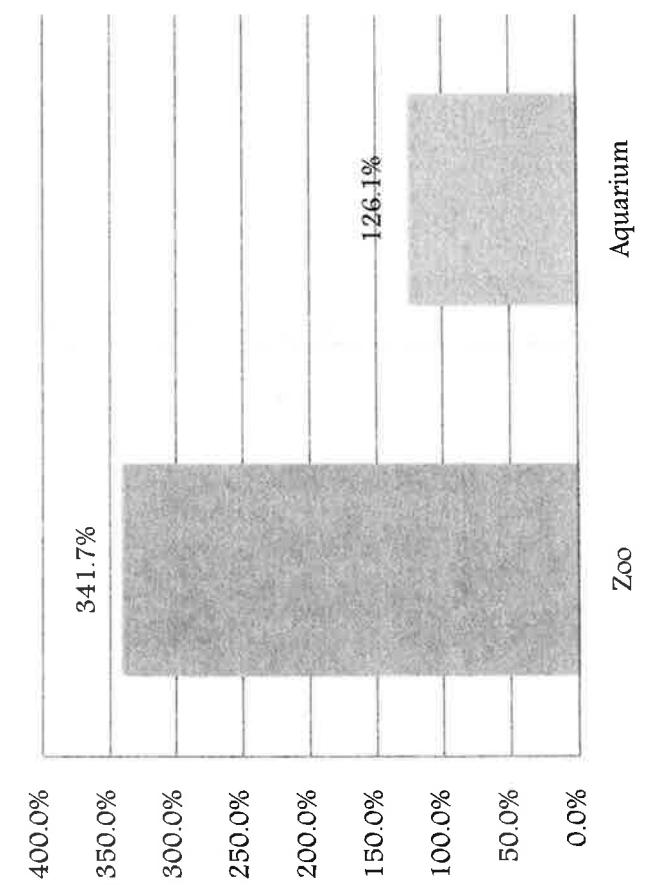
Notes

- Metro population is self-reported based on guidelines of the U.S. Census Bureau.
- Family membership is on average, 2 adults and 2 children.

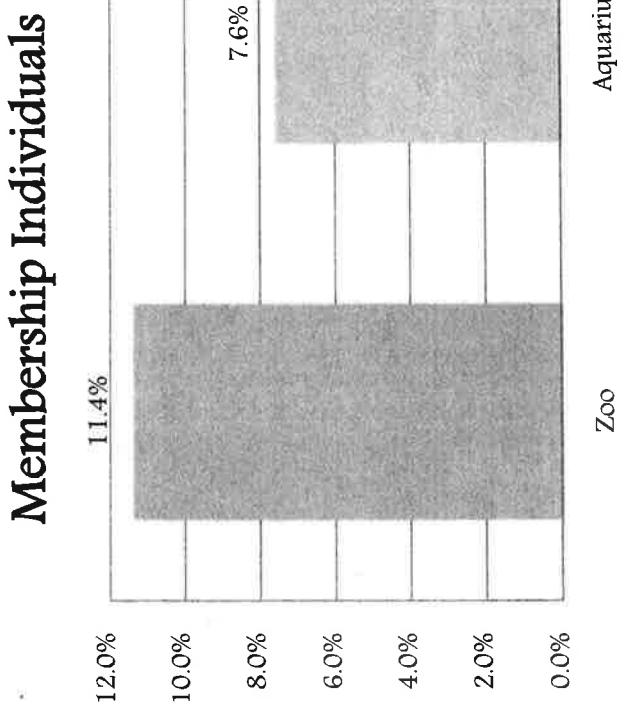


Attendance & Admissions

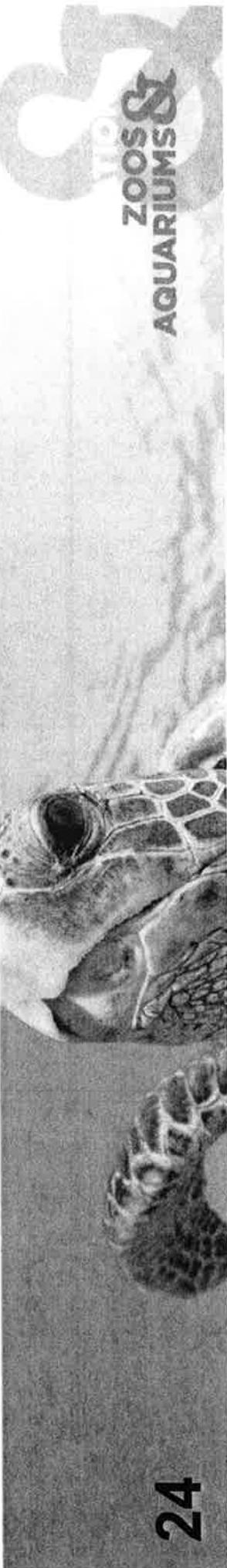
Market Saturation Attendance



Market Saturation

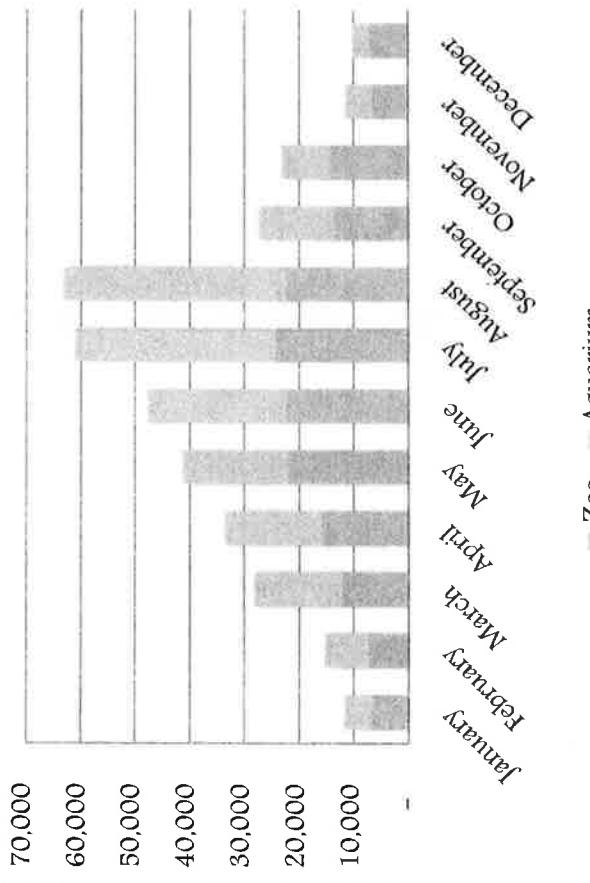


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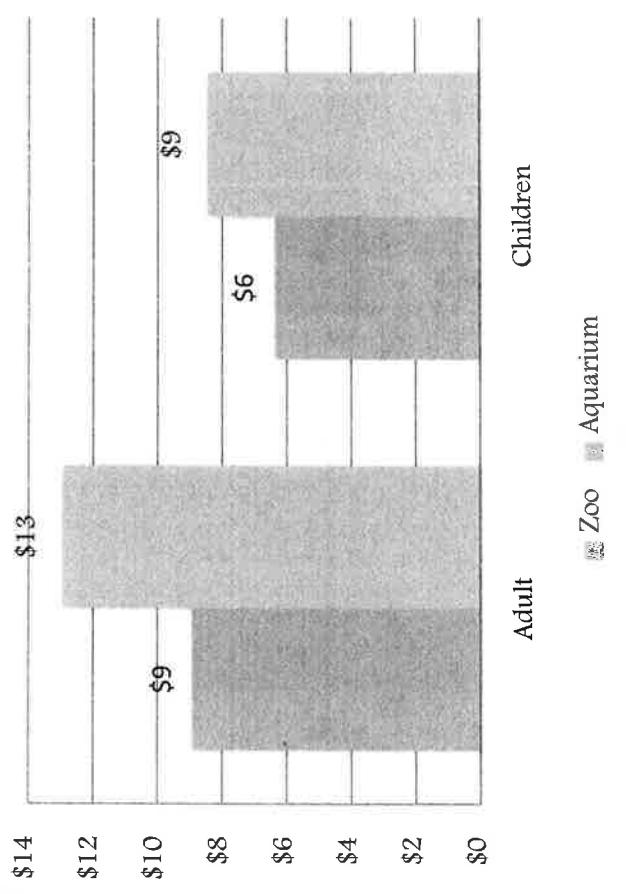


Attendance & Admissions

Average Monthly Attendance



Average Admission Price



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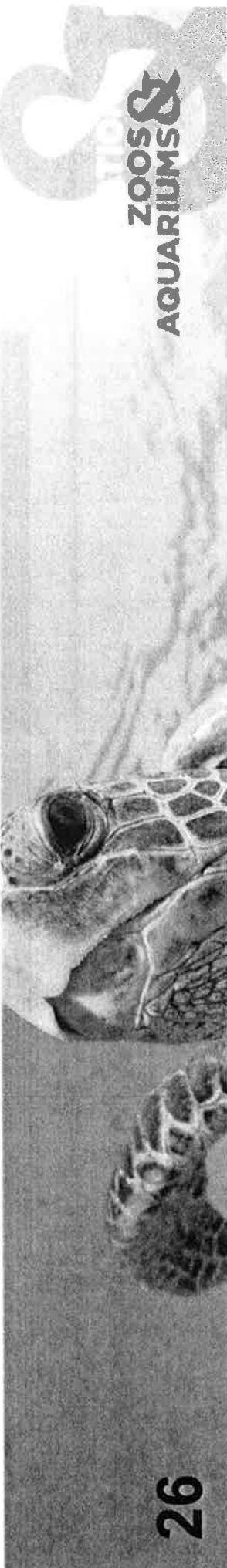
Attendance & Admissions

Attendance

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	174,551	180,000	121,336	79,269
Zoos	55	173,625	176,240	120,000	77,135
Aquariums	2	200,000	210,000	200,000	190,000
					130,000
1	Museum of Science	1,640,000			
2	ZOOAMERICA North American Wildlife Park	623,848			
3	Happy Hollow Zoo	454,991			
4	Cape May County Park Zoo	400,000			
5	Zoo Boise	336,558			
6	Salisbury Zoological Park	300,000			
7	Brookgreen Gardens	298,109			
8	Northeastern Wisconsin (NEW) Zoo & Adventure Park	241,726			
9	Santa Ana Zoo	240,519			
10	Jenkinson's Aquarium	220,000			
11	Lee Richardson Zoo	218,507			
12	Bergen County Zoological Park	215,000			
13	Potawatomi Zoo	205,000			
14	Lincoln Children's Zoo	204,000			
15	National Mississippi River Museum & Aquarium	180,000			
16	Lehigh Valley Zoo	177,541			
17	The Boonshoft Museum of Discovery	174,938			
18	Chattanooga Zoo at Warner Park	166,000			
19	Buttonwood Park Zoo	152,001			
20	Dakota Zoo	150,027			
21	Red River Zoo	150,000			
22	Cosley Zoo	149,000			
23	Grizzly & Wolf Discovery Center	148,310			
24	Capron Park Zoo	147,000			
25	The Butterfly House	140,000			
50	Bramble Park Zoo	140,000			
50	Tautphaus Park Zoo	130,000			
26					
27	Lee G. Simmons Conservation Park & Wildlife Safari	128,047			
28	Ellen Trout Zoo	122,000			
29	Oglebay's Good Zoo	121,336			
30	African Safari Wildlife Park	120,000			
31	Western North Carolina Nature Center	117,453			
32	Pueblo Zoo	117,336			
33	- Scovill Zoo	116,222			
34	Miller Park Zoo	103,502			
35	Sequoia Park Zoo	95,000			
36	Brandywine Zoo	94,000			
37	Roosevelt Park Zoo	90,000			
38	Lake Superior Zoo	87,112			
39	Alameda Park Zoo	87,000			
40	The David Taylor Zoo of Emporia	82,220			
41	Henson Robinson Zoo	81,029			
42	Racine Zoological Gardens	80,479			
43	Sunset Zoological Park	79,269			
44	Squam Lakes Natural Science Center	75,000			
45	Children's Zoo at Celebration Square	73,000			
46	Safari West Wildlife Preserve	70,000			
47	Charles Paddock Zoo	66,288			
48	Mill Mountain Zoo	66,240			
49	Chahinkapa Zoo	66,000			
50	Bramble Park Zoo	62,098			

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ZOOS &
AQUARIUMS

Attendance & Admissions

Attendance

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	174,551	180,000	121,336	79,269
Zoos	55	173,625	176,240	120,000	77,135
Aquariums	2	200,000	210,000	200,000	190,000

- 51 Hutchinson Zoo
- 52 Santa Fe College Teaching Zoo
- 53 Clyde Peeling's Reptiland
- 54 Riverside Discovery Center
- 55 Chehaw Wild Animal Park
- 56 Living Desert Zoo & Gardens State Park
- 57 Trevor Zoo



Attendance & Admissions

Number of Memberships

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	53	4,114	2,800	1,850	1,000
Zoos	52	4,147	2,850	1,815	960
Aquariums	1	2,386	2,386	2,386	2,386
1 Museum of Science	54,550	26	Children's Zoo at Celebration Square	1,861	1,861
2 The Butterfly House	40,000	27	Oglebay's Good Zoo	1,850	1,850
3 Happy Hollow Zoo	10,440	28	Eilen Trout Zoo	1,779	1,779
4 Brookgreen Gardens	8,357	29	Squam Lakes Natural Science Center	1,700	1,700
5 Lee G. Simmons Conservation Park & Wildlife Safari	7,906	30	Pueblo Zoo	1,500	1,500
6 Potawatomi Zoo	7,500	31	Bergen County Zoological Park	1,400	1,400
7 Lincoln Children's Zoo	7,000	32	Brandywine Zoo	1,320	1,320
8 Santa Ana Zoo	6,281	33	Miller Park Zoo	1,300	1,300
9 The Boonshoft Museum of Discovery	5,550	34	Salisbury Zoological Park	1,277	1,277
10 Western North Carolina Nature Center	4,809	35	Tautphaus Park Zoo	1,257	1,257
11 Dakota Zoo	4,800	36	Sunset Zoological Park	1,200	1,200
12 Zoo Boise	3,800	37	Charles Paddock Zoo	1,074	1,074
13 Capron Park Zoo	3,000	38	Chahinkapa Zoo	1,072	1,072
14 Mill Mountain Zoo	2,800	39	Chehaw Wild Animal Park	1,055	1,055
15 Chattanooga Zoo at Warner Park	2,725	40	Bramble Park Zoo	1,000	1,000
16 Buttonwood Park Zoo	2,500	41	Lee Richardson Zoo	840	840
17 Red River Zoo	2,500	42	The David Taylor Zoo of Emporia	634	634
18 African Safari Wildlife Park	2,499	43	Alameda Park Zoo	551	551
19 Northeastern Wisconsin (NEW) Zoo & Adventure Park	2,462	44	Scovill Zoo	484	484
20 National Mississippi River Museum & Aquarium	2,386	45	Riverside Discovery Center	473	473
21 Sequoia Park Zoo	2,365	46	Henson Robinson Zoo	402	402
22 Lehigh Valley Zoo	2,362	47	Cosley Zoo	346	346
23 Lake Superior Zoo	2,066	48	Grizzly & Wolf Discovery Center	330	330
24 Racine Zoological Gardens	2,000	49	Living Desert Zoo & Gardens State Park	265	265
25 Roosevelt Park Zoo	1,936	50	Hutchinson Zoo	199	199

Attendance & Admissions

Number of Memberships

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	53	4,114	2,800	1,850	1,000
Zoos	52	4,147	2,850	1,815	960
Aquariums	1	2,386	2,386	2,386	2,386

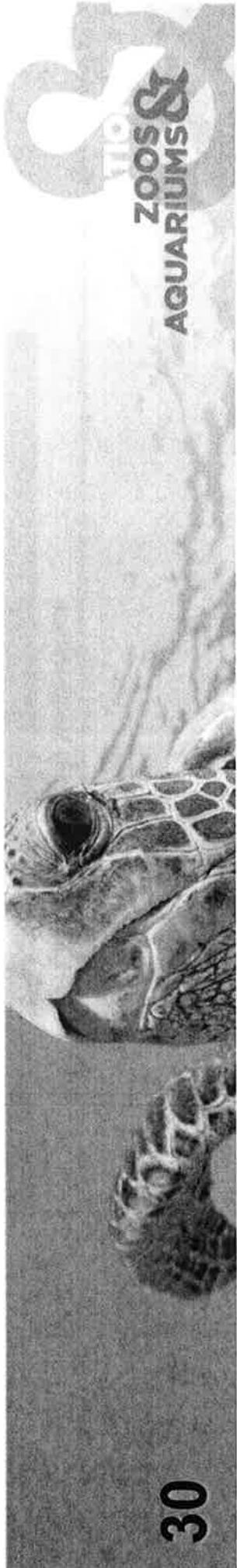
- 51 Clyde Peeling's Reptiland 140
- 52 ZOOAMERICA North American Wildlife Park 117
- 53 Trevor Zoo 20



Attendance & Admissions

Number of Individuals within Memberships

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	47	8,354	9,763	6,000	2,910
Zoos	46	8,380	9,805	5,800	2,865
Aquariums	1	7,158	7,158	7,158	7,158
1 Happy Hollow Zoo	41,000	26	Tautphaus Park Zoo	5,500	
2 Lee G. Simmons Conservation Park & Wildlife Safari	27,671	27	Capron Park Zoo	5,200	
3 The Boonshoft Museum of Discovery	27,411	28	Chahinkappa Zoo	4,824	
4 Lincoln Children's Zoo	21,000	29	Sunset Zoological Park	4,800	
5 Brookgreen Gardens	20,893	30	Bramble Park Zoo	4,500	
6 Western North Carolina Nature Center	19,839	31	Racine Zoological Gardens	4,000	
7 Dakota Zoo	15,900	32	Chehaw Wild Animal Park	3,760	
8 Zoo Boise	13,300	33	Salisbury Zoological Park	3,232	
9 Roosevelt Park Zoo	11,874	34	Squam Lakes Natural Science Center	3,200	
10 Oglebay's Good Zoo	10,000	35	Miller Park Zoo	3,000	
11 Buttonwood Park Zoo	10,000	36	Brandywine Zoo	2,820	
12 Northeastern Wisconsin (NEW) Zoo & Adventure Park	9,848	37	Lee Richardson Zoo	2,531	
13 African Safari Wildlife Park	9,677	38	The David Taylor Zoo of Emporia	2,301	
14 Lake Superior Zoo	9,600	39	Alameda Park Zoo	2,200	
15 Chattanooga Zoo at Warner Park	9,500	40	Scovill Zoo	1,752	
16 Lehigh Valley Zoo	9,448	41	Grizzly & Wolf Discovery Center	1,500	
17 Mill Mountain Zoo	9,100	42	Riverside Discovery Center	1,396	
18 Red River Zoo	8,250	43	Cosley Zoo	1,248	
19 Children's Zoo at Celebration Square	7,747	44	Henson Robinson Zoo	1,200	
20 Sequoia Park Zoo	7,400	45	Hutchinson Zoo	1,000	
21 National Mississippi River Museum & Aquarium	7,158	46	Living Desert Zoo & Gardens State Park	795	
22 Ellen Trout Zoo	7,116	47	ZOOAMERICA North American Wildlife Park	316	
23 Charles Paddock Zoo	6,188				
24 Pueblo Zoo	6,000				
25 Bergen County Zoological Park	5,600				



Attendance & Admissions

Price for Annual Family Memberships

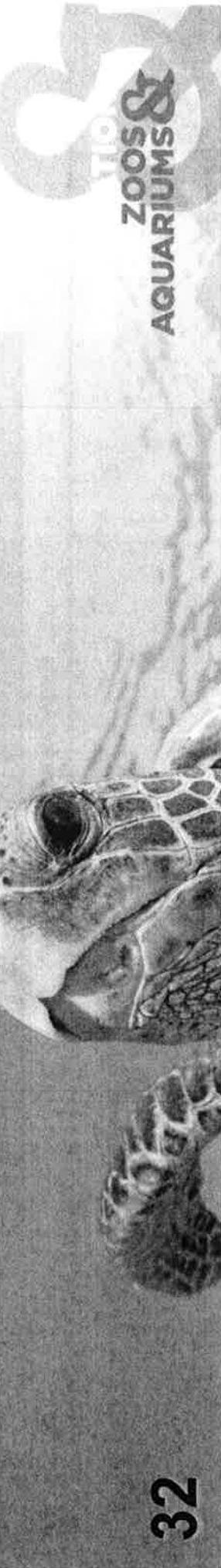
	Total	Average	15 Percentile	50 Percentile	25 Percentile
All Institutions	50	\$70.08	\$77.25	\$65.00	\$59.24
Zoos	49	\$68.96	\$75.00	\$65.00	\$59.00
Aquariums	1	\$125.00	\$125.00	\$125.00	\$125.00
1 Mill Mountain Zoo	\$150.00				\$65.00
2 The Butterfly House	\$150.00				\$65.00
3 ZOOAMERICA North American Wildlife Park	\$125.00				\$65.00
4 National Mississippi River Museum & Aquarium	\$125.00				\$65.00
5 Lehigh Valley Zoo	\$105.00				\$65.00
6 Brookgreen Gardens	\$100.00				\$64.00
7 The Boonshoft Museum of Discovery	\$95.00				\$60.00
8 Zoo Boise	\$90.00				\$60.00
9 African Safari Wildlife Park	\$84.95				\$60.00
10 Bramble Park Zoo	\$80.00				\$60.00
11 Lincoln Children's Zoo	\$79.00				\$60.00
12 Santa Ana Zoo	\$79.00				\$59.95
13 Scovill Zoo	\$78.00				\$59.00
14 Sequoia Park Zoo	\$75.00				\$55.00
15 Chehaw Wild Animal Park	\$75.00				\$50.00
16 Children's Zoo at Celebration Square	\$75.00				\$50.00
17 Tautphaus Park Zoo	\$75.00				\$50.00
18 Potawatomi Zoo	\$70.00				\$45.00
19 Squam Lakes Natural Science Center	\$70.00				\$45.00
20 Red River Zoo	\$65.00				\$45.00
21 Riverside Discovery Center	\$65.00				\$40.00
22 Roosevelt Park Zoo	\$65.00				\$40.00
23 Dakota Zoo	\$65.00				\$40.00
24 Grizzly & Wolf Discovery Center	\$65.00				\$35.00
25 Lake Superior Zoo	\$65.00				\$30.00

ZOOS &
AQUARIUMS

Attendance & Admissions

Admission Price for Adults

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	51	\$9.12	\$10.43	\$8.00	\$6.85
Zoos	49	\$8.96	\$10.00	\$8.00	\$6.75
Aquariums	2	\$13.00	\$14.00	\$13.00	\$12.00
1 Museum of Science		\$23.00			\$8.00
2 African Safari Wildlife Park		\$21.95			\$8.00
3 Squam Lakes Natural Science Center		\$17.00			\$8.00
4 Clyde Peeling's Reptiland		\$16.00			\$8.00
5 Brookgreen Gardens		\$15.00			\$7.50
6 National Mississippi River Museum & Aquarium		\$15.00			\$7.50
7 Lehigh Valley Zoo		\$13.00			\$7.00
8 The Boonshoft Museum of Discovery		\$13.00			\$7.00
9 Happy Hollow Zoo		\$12.95			\$7.00
10 Grizzly & Wolf Discovery Center		\$11.50			\$7.00
11 Jenkinson's Aquarium		\$11.00			\$7.00
12 ZOOAMERICA North American Wildlife Park		\$11.00			\$7.00
13 Chehaw Wild Animal Park		\$10.85			\$6.95
14 Lake Superior Zoo		\$10.00			\$6.75
15 Pueblo Zoo		\$10.00			\$6.25
16 Zoo Boise		\$10.00			\$6.00
17 Santa Ana Zoo		\$10.00			\$6.00
18 Potawatomi Zoo		\$9.50			\$5.75
19 Oglebay's Good Zoo		\$8.95			\$5.00
20 Lincoln Children's Zoo		\$8.95			\$5.00
21 Chattanooga Zoo at Warner Park		\$8.95			\$5.00
22 Red River Zoo		\$8.75			\$5.00
23 Roosevelt Park Zoo		\$8.50			\$5.00
24 Western North Carolina Nature Center		\$8.00			\$5.00
25 Racine Zoological Gardens		\$8.00			\$5.00



Attendance & Admissions

Admission Price for Adults

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	51	\$9.12	\$10.43	\$8.00	\$6.85
Zoos	49	\$8.96	\$10.00	\$8.00	\$6.75
Aquariums	2	\$13.00	\$14.00	\$13.00	\$12.00

51	Alameda Park Zoo	\$2.50
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Attendance & Admissions

Admission Price for Children

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	50	\$6.51	\$7.08	\$5.25	\$4.50
Zoos	48	\$6.42	\$7.03	\$5.00	\$4.38
Aquariums	2	\$8.50	\$9.25	\$8.50	\$7.75
1 Museum of Science		\$20.00			\$5.00
2 Clyde Peeling's Reptiland		\$14.00			\$5.00
3 African Safari Wildlife Park		\$13.95			\$5.00
4 Squam Lakes Natural Science Center		\$13.00			\$5.00
5 Happy Hollow Zoo		\$12.95			\$5.00
6 Lehigh Valley Zoo		\$11.00			\$5.00
7 National Mississippi River Museum & Aquarium		\$10.00			\$5.00
8 The Boonshoft Museum of Discovery		\$10.00			\$5.00
9 ZOOAMERICA North American Wildlife Park		\$9.00			\$5.00
10 Pueblo Zoo		\$8.00			\$4.95
11 Lincoln Children's Zoo		\$7.95			\$4.75
12 Potawatomi Zoo		\$7.50			\$4.50
13 Chehaw Wild Animal Park		\$7.10			\$4.50
14 Brookgreen Gardens		\$7.00			\$4.00
15 Jenkins' Aquarium		\$7.00			\$4.00
16 Zoo Boise		\$7.00			\$4.00
17 Santa Ana Zoo		\$7.00			\$4.00
18 Red River Zoo		\$6.75			\$4.00
19 Grizzly & Wolf Discovery Center		\$6.50			\$4.00
20 Racine Zoological Gardens		\$6.00			\$3.75
21 Bramble Park Zoo		\$6.00			\$3.00
22 Western North Carolina Nature Center		\$6.00			\$3.00
23 Chattanooga Zoo at Warner Park		\$5.95			\$3.00
24 Oglebay's Good Zoo		\$5.75			\$2.50
25 Capron Park Zoo		\$5.50			\$1.50



Attendance & Admissions

Metro Population

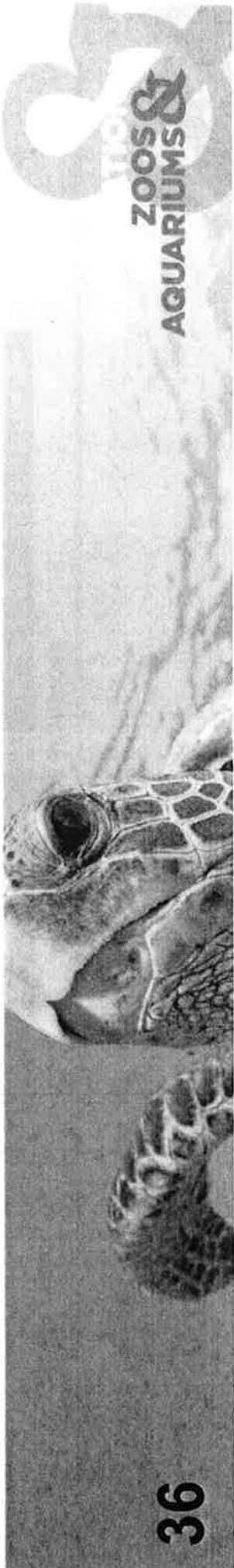
		Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	887,321	437,657	195,099	93,653	93,653
Zoos	55	911,226	480,980	195,099	88,643	88,643
Aquariums	2	229,938	298,080	229,938	161,795	161,795
<hr/>						
1	Bergen County Zoological Park	18,815,988				208,182
2	Cosley Zoo	7,998,257				200,169
3	Museum of Science	4,588,680				200,102
4	Santa Ana Zoo	3,010,232				195,099
5	The Butterfly House	2,828,990				170,000
6	Happy Hollow Zoo	1,000,000				167,699
7	Lee G. Simmons Conservation Park & Wildlife Safari	931,666				164,609
8	Trevor Zoo	857,592				157,745
9	The Boonshoft Museum of Discovery	835,063				157,741
10	Lehigh Valley Zoo	827,048				157,224
11	Zoo Boise	616,561				147,000
12	Buttonwood Park Zoo	551,082				131,000
13	ZOOAMERICA North American Wildlife Park	536,919				130,000
14	Chattanooga Zoo at Warner Park	524,303				126,131
15	Western North Carolina Nature Center	437,657				116,840
16	Squam Lakes Natural Science Center	405,906				110,730
17	Jenkins' Aquarium	366,222				106,286
18	Potawatomi Zoo	324,665				93,653
19	Lincoln Children's Zoo	302,157				71,000
20	Lake Superior Zoo	279,771				65,000
21	Santa Fe College Teaching Zoo	270,382				51,002
22	Charles Paddock Zoo	266,971				51,000
23	Brookgreen Gardens	263,868				41,000
24	Northeastern Wisconsin (NEW) Zoo & Adventure Park	253,032				39,861
25	Mill Mountain Zoo	250,000				38,000

Attendance & Admissions

Metro Population

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	887,321	437,657	195,099	93,653
Zoos	55	911,226	480,980	195,099	88,643
Aquariums	2	229,938	298,080	229,938	161,795

- 51 Ellen Trout Zoo 36,830
- 52 Alameda Park Zoo 31,000
- 53 The David Traylor Zoo of Emporia 26,000
- 54 Bramble Park Zoo 21,000
- 55 Chahinkapa Zoo 15,000
- 56 African Safari Wildlife Park 6,074
- 57 Grizzly & Wolf Discovery Center 1,298



Attendance & Admissions

Market Saturation Attendance

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	334.1%	133.8%	61.7%	27.6%
Zoos	55	341.7%	127.9%	61.7%	27.2%
Aquariums	2	126.2%	159.2%	126.2%	93.1%
1	Grizzly & Wolf Discovery Center	11,426.0%	26	Pueblo Zoo	74.6%
2	African Safari Wildlife Park	1,975.6%	27	Lincoln Children's Zoo	67.5%
3	Lee Richardson Zoo	548.2%	28	Potawatomi Zoo	63.1%
4	Chalainkapa Zoo	440.0%	29	Miller Park Zoo	61.7%
5	Ellen Trout Zoo	331.3%	30	Sunset Zoological Park	61.0%
6	The David Taylor Zoo of Emporia	316.2%	31	Jenkinson's Aquarium	60.1%
7	Bramble Park Zoo	295.7%	32	Brandywine Zoo	59.6%
8	Alameda Park Zoo	280.6%	33	Zoo Boise	54.6%
9	Cape May County Park Zoo	253.6%	34	Happy Hollow Zoo	45.5%
10	Salisbury Zoological Park	229.0%	35	Racine Zoological Gardens	41.3%
11	Capron Park Zoo	226.2%	36	Safari West Wildlife Preserve	41.2%
12	National Mississippi River Museum & Aquarium	192.2%	37	Henson Robinson Zoo	38.9%
13	Roosevelt Park Zoo	176.5%	38	Children's Zoo at Celebration Square	36.5%
14	Dakota Zoo	141.2%	39	Clyde Peeling's Reptiland	35.7%
15	Sequoia Park Zoo	133.8%	40	Museum of Science	35.7%
16	Hutchinson Zoo	122.0%	41	Chattanooga Zoo at Warner Park	31.7%
17	ZOOAMERICA North American Wildlife Park	116.2%	42	Lake Superior Zoo	31.1%
18	Brookgreen Gardens	113.0%	43	Buttonwood Park Zoo	27.6%
19	Riverside Discovery Center	107.9%	44	Western North Carolina Nature Center	26.8%
20	Scovill Zoo	105.0%	45	Mill Mountain Zoo	26.5%
21	Tautphaus Park Zoo	103.1%	46	Charles Paddock Zoo	24.8%
22	Northeastern Wisconsin (NEW) Zoo & Adventure Park	95.5%	47	Chehaw Wild Animal Park	24.7%
23	Oglebay's Good Zoo	82.5%	48	Lehigh Valley Zoo	21.5%
24	Living Desert Zoo & Gardens State Park	79.3%	49	The Boonshoft Museum of Discovery	20.9%
25	Red River Zoo	75.0%	50	Squam Lakes Natural Science Center	18.5%

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ZOOS &
AQUARIUMS

Attendance & Admissions

Market Saturation Attendance

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	334.1%	133.8%	61.7%	27.6%
Zoos	55	341.7%	127.9%	61.7%	27.2%
Aquariums	2	126.2%	159.2%	126.2%	93.1%

- | | | |
|----|--|-------|
| 51 | Santa Fe College Teaching Zoo | 15.5% |
| 52 | Lee G. Simmons Conservation Park & Wildlife Safari | 13.7% |
| 53 | Santa Ana Zoo | 8.0% |
| 54 | The Butterfly House | 4.9% |
| 55 | Trevor Zoo | 3.5% |
| 56 | Cosley Zoo | 1.9% |
| 57 | Bergen County Zoological Park | 1.1% |



Attendance & Admissions

Market Saturation Membership Individuals

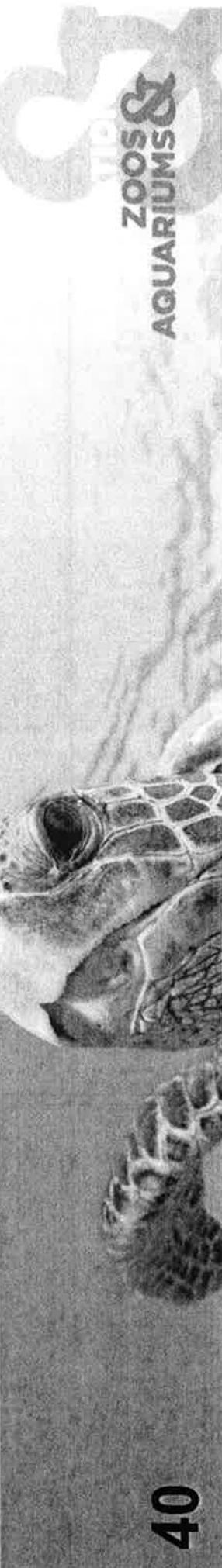
	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	47	11.3%	7.4%	3.7%	1.9%
Zoos	46	11.4%	7.1%	3.7%	1.9%
Aquariums	1	7.6%	7.6%	7.6%	7.6%
1 African Safari Wildlife Park	26	159.3%	26	Mill Mountain Zoo	3.6%
2 Grizzly & Wolf Discovery Center	27	115.6%	27	Lake Superior Zoo	3.4%
3 Chahinkapa Zoo	28	32.2%	28	The Boonshoft Museum of Discovery	3.3%
4 Roosevelt Park Zoo	29	23.3%	29	Lee G. Simmons Conservation Park & Wildlife Safari	3.0%
5 Bramble Park Zoo	30	21.4%	30	Salisbury Zoological Park	2.5%
6 Ellen Trout Zoo	31	19.3%	31	Hutchinson Zoo	2.4%
7 Dakota Zoo	32	15.0%	32	Charles Paddock Zoo	2.3%
8 Sequoia Park Zoo	33	10.4%	33	Chehaw Wild Animal Park	2.3%
9 The David Taylor Zoo of Emporia	34	8.9%	34	Zoo Boise	2.2%
10 Capron Park Zoo	35	8.0%	35	Racine Zoological Gardens	2.1%
11 Brookgreen Gardens	36	7.9%	36	Buttonwood Park Zoo	1.8%
12 National Mississippi River Museum & Aquarium	37	7.6%	37	Chattanooga Zoo at Warner Park	1.8%
13 Alameda Park Zoo	38	7.1%	38	Miller Park Zoo	1.8%
14 Lincoln Children's Zoo	39	7.0%	39	Brandywine Zoo	1.8%
15 Oglebay's Good Zoo	40	6.8%	40	Scovill Zoo	1.6%
16 Lee Richardson Zoo	41	6.4%	41	Living Desert Zoo & Gardens State Park	1.6%
17 Western North Carolina Nature Center	42	4.5%	42	Lehigh Valley Zoo	1.1%
18 Tautphaus Park Zoo	43	4.4%	43	Squam Lakes Natural Science Center	0.8%
19 Red River Zoo	44	4.1%	44	Henson Robinson Zoo	0.6%
20 Happy Hollow Zoo	45	4.1%	45	ZOOAMERICA North American Wildlife Park	0.1%
21 Northeastern Wisconsin (NEW) Zoo & Adventure Park	46	3.9%	46	Bergen County Zoological Park	0.0%
22 Children's Zoo at Celebration Square	47	3.9%	47	Cosley Zoo	0.0%
23 Pueblo Zoo		3.8%			
24 Sunset Zoological Park		3.7%			
25 Riverside Discovery Center		3.7%			

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Capital Expenditure



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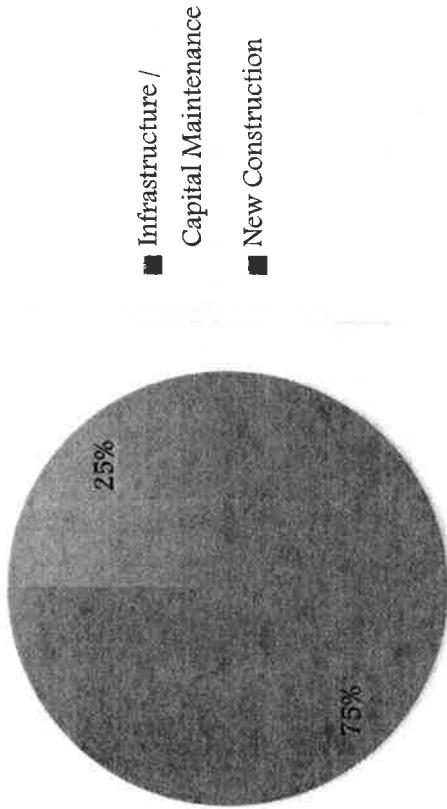


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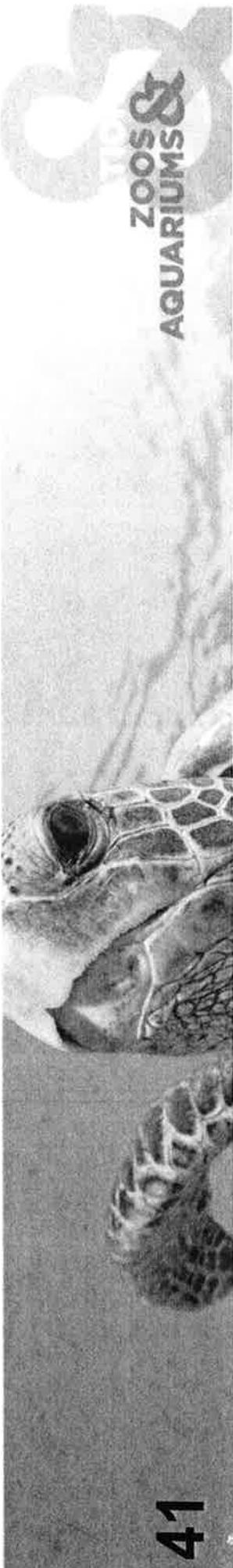
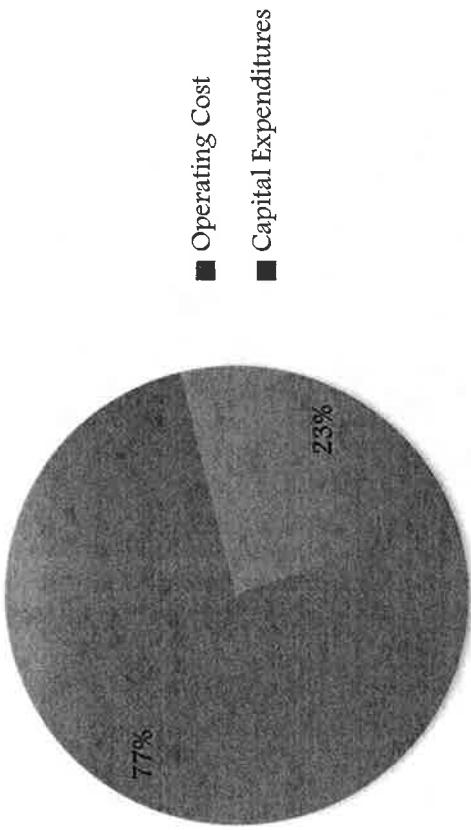
ZOOS &
AQUARIUMS

Capital Expenditure

Infrastructure/Capital Maintenance vs. New Construction



Total Budget



Capital Expenditure

Infrastructure / Capital Maintenance

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	30	\$149,407	\$159,000	\$100,000	\$46,250
Zoos	30	\$149,407	\$159,000	\$100,000	\$46,250
Aquariums	0				
1	Chehaw Wild Animal Park	\$1,250,000			\$32,455
2	Cosley Zoo	\$466,275			\$28,900
3	Santa Fe College Teaching Zoo	\$340,000			\$19,185
4	Ellen Trout Zoo	\$234,289			\$15,000
5	Dakota Zoo	\$200,000			\$1,000
6	ZOO AMERICA North American Wildlife Park	\$200,000			
7	Bramble Park Zoo	\$163,000			
8	Living Desert Zoo & Gardens State Park	\$162,000			
9	Charles Paddock Zoo	\$150,000			
10	Brookgreen Gardens	\$125,000			
11	Roosevelt Park Zoo	\$121,465			
12	Lehigh Valley Zoo	\$108,000			
13	Lincoln Children's Zoo	\$100,000			
14	Bergen County Zoological Park	\$100,000			
15	Potawatomi Zoo	\$100,000			
16	Scovill Zoo	\$100,000			
17	Capron Park Zoo	\$70,000			
18	Riverside Discovery Center	\$64,629			
19	Zoo Boise	\$50,000			
20	Buttonwood Park Zoo	\$50,000			
21	Mill Mountain Zoo	\$50,000			
22	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$50,000			
23	Red River Zoo	\$45,000			
24	Squam Lakes Natural Science Center	\$44,000			
25	Happy Hollow Zoo	\$42,000			

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ZOOS &
AQUARIUMS

Capital Expenditure

New Construction

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	36	\$382,059	\$525,000	\$250,000	\$100,000
Zoos	36	\$382,059	\$525,000	\$250,000	\$100,000
Aquariums	0				

1	Sequoia Park Zoo	\$1,500,000	\$1,200,000	\$1,100,000	\$1,000,000
2	Living Desert Zoo & Gardens State Park	\$800,000	\$750,000	\$700,000	\$600,000
3	Scovill Zoo	\$600,000	\$550,000	\$500,000	\$400,000
4	Salisbury Zoological Park	\$500,000	\$450,000	\$400,000	\$300,000
5	Red River Zoo	\$400,000	\$350,000	\$300,000	\$200,000
6	Squam Lakes Natural Science Center	\$350,000	\$300,000	\$250,000	\$150,000
7	Lincoln Children's Zoo	\$300,000	\$250,000	\$200,000	\$100,000
8	Dakota Zoo	\$250,000	\$200,000	\$150,000	\$80,000
9	Bramble Park Zoo	\$200,000	\$150,000	\$100,000	\$50,000
10	Chehaw Wild Animal Park	\$150,000	\$100,000	\$70,000	\$30,000
11	Lee Richardson Zoo	\$100,000	\$70,000	\$50,000	\$20,000
12	Chattanooga Zoo at Warner Park	\$80,000	\$60,000	\$40,000	\$15,000
13	Roosevelt Park Zoo	\$400,000	\$350,000	\$346,000	\$340,000
14	Bergen County Zoological Park	\$350,000	\$330,000	\$319,000	\$300,000
15	Riverside Discovery Center	\$300,000	\$250,000	\$250,000	\$200,000
16	Racine Zoological Gardens	\$250,000	\$200,000	\$170,000	\$150,000
17	Grizzly & Wolf Discovery Center	\$200,000	\$150,000	\$140,000	\$120,000
18	Happy Hollow Zoo	\$150,000	\$120,000	\$112,000	\$108,554
19	Brookgreen Gardens	\$120,000	\$100,000	\$80,000	\$60,000
20	Lehigh Valley Zoo	\$100,000	\$80,000	\$60,000	\$40,000
21	The David Taylor Zoo of Emporia	\$80,000	\$60,000	\$40,000	\$20,000
22	Miller Park Zoo	\$60,000	\$40,000	\$20,000	\$10,000
23	Charles Paddock Zoo	\$40,000	\$20,000	\$10,000	\$5,000
24	Henson Robinson Zoo	\$20,000	\$10,000	\$5,000	\$2,500
25	Western North Carolina Nature Center	\$10,000	\$5,000	\$2,500	\$1,250

43

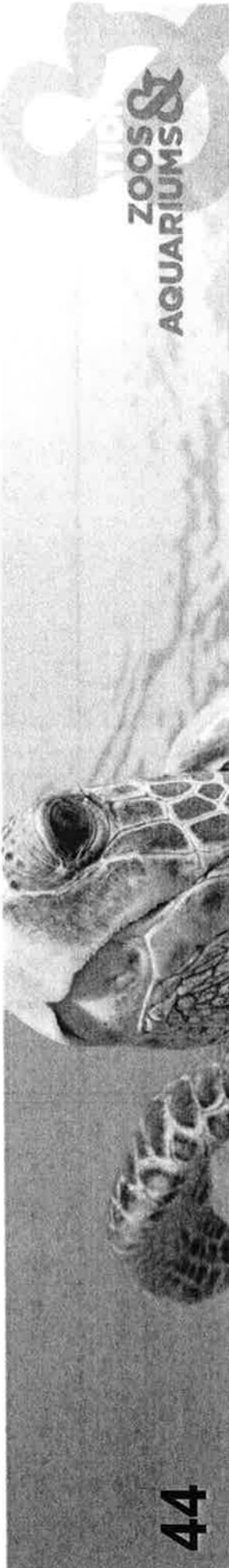


ZOOS &
AQUARIUMS

Workforce

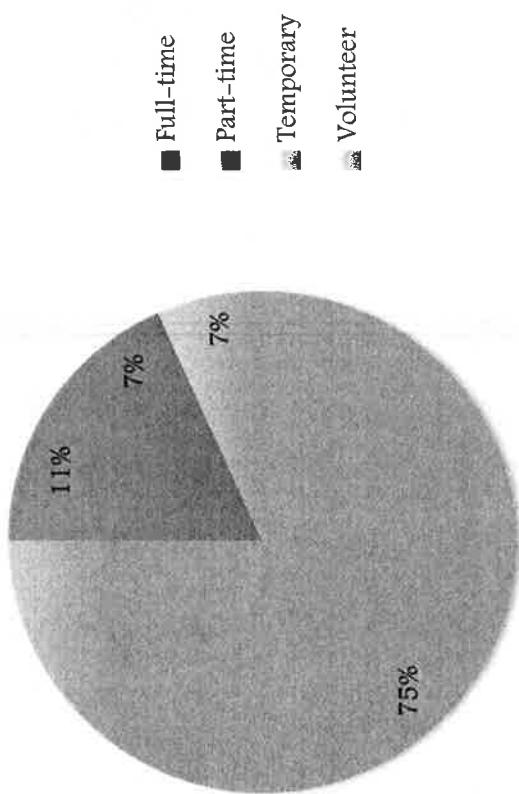
Notes

- Full-time staff have been reported as employees paid by the Institution, society, and/or local governing agency/authority. Part-time and full-time staff are expressed in Full-time Equivalents.

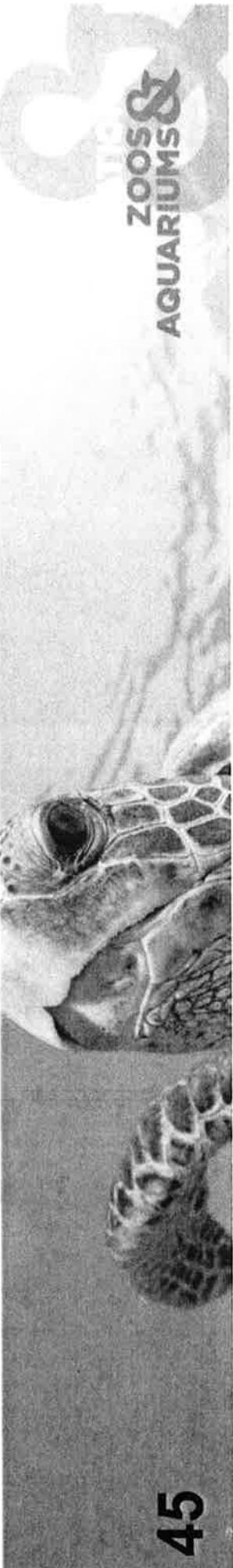
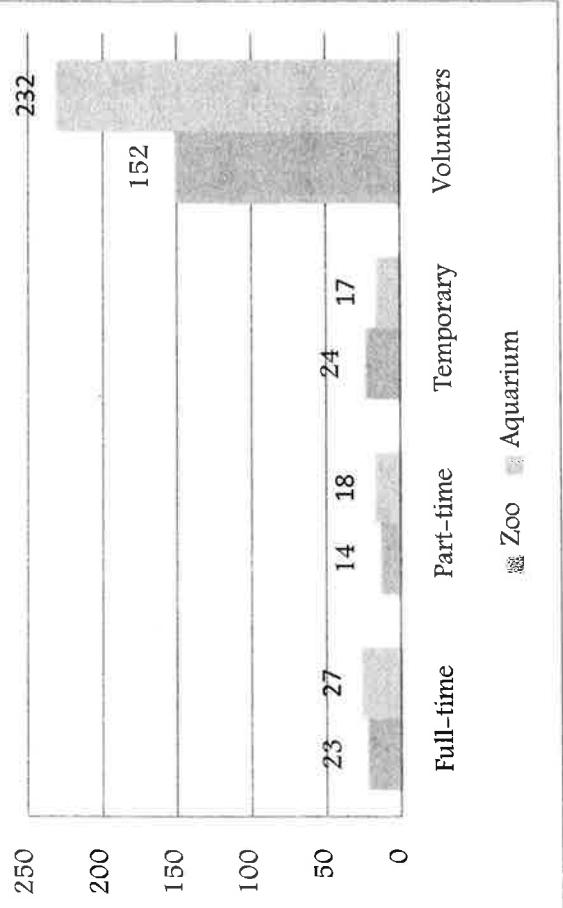


Workforce

Workforce Positions

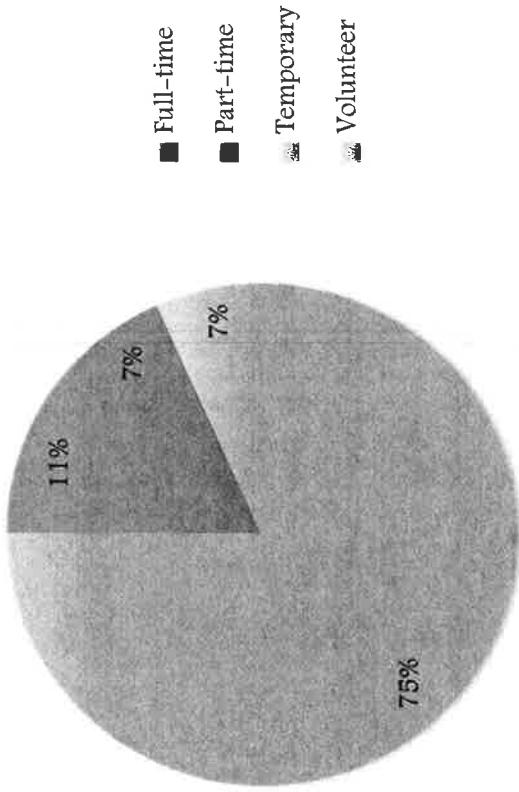


Number of Positions by Institution Type

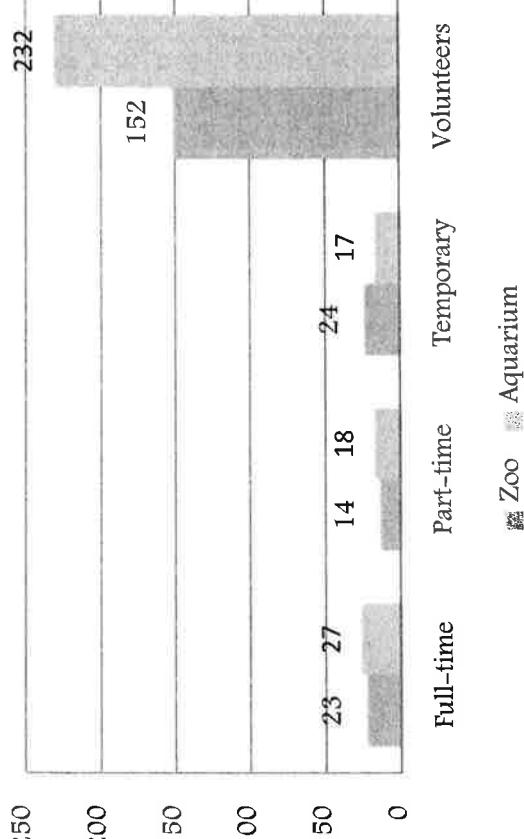


Workforce

Workforce Positions



Number of Positions by Institution Type



Workforce

Full-time Employees

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	23	22	13	9
Zoos	55	23	22	13	9
Aquariums	2	27	30	27	23
1	Museum of Science	340	26	Children's Zoo at Celebration Square	15
2	Brookgreen Gardens	75	27	Capron Park Zoo	15
3	Safari West Wildlife Preserve	54	28	Salisbury Zoological Park	14
4	Cape May County Park Zoo	40	29	Tautphaus Park Zoo	13
5	National Mississippi River Museum & Aquarium	34	30	Lee G. Simmons Conservation Park & Wildlife Safari	13
6	Chattanooga Zoo at Warner Park	32	31	Northeastern Wisconsin (NEW) Zoo & Adventure Park	12
7	Buttonwood Park Zoo	30	32	Mill Mountain Zoo	12
8	Potawatomi Zoo	30	33	Bergen County Zoological Park	12
9	Lee Richardson Zoo	29	34	Brandywine Zoo	12
10	Clyde Peeling's Reptiland	26	35	Scovill Zoo	12
11	Lake Superior Zoo	25	36	Western North Carolina Nature Center	12
12	Pueblo Zoo	25	37	ZOOAMERICA North American Wildlife Park	11
13	Ellen Trout Zoo	24	38	Roosevelt Park Zoo	11
14	Lincoln Children's Zoo	24	39	The Butterfly House	11
15	Racine Zoological Gardens	22	40	Santa Ana Zoo	11
16	Zoo Boise	21	41	Dakota Zoo	11
17	Grizzly & Wolf Discovery Center	21	42	Living Desert Zoo & Gardens State Park	10
18	Chehaw Wild Animal Park	20	43	Miller Park Zoo	9
19	Lehigh Valley Zoo	19	44	Henson Robinson Zoo	9
20	Jenkins' Aquarium	19	45	Chahinkapa Zoo	9
21	Red River Zoo	19	46	Santa Fe College Teaching Zoo	9
22	Sunset Zoological Park	17	47	Riverside Discovery Center	8
23	Squam Lakes Natural Science Center	16	48	Bramble Park Zoo	8
24	Happy Hollow Zoo	16	49	African Safari Wildlife Park	7
25	Oglebay's Good Zoo	15	50	Charles Paddock Zoo	7

Workforce

Full-time Employees

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	57	23	22	13	9
Zoos	55	23	22	13	9
Aquariums	2	27	30	27	23

- 51 Hutchinson Zoo 7
- 52 Sequoia Park Zoo 7
- 53 Cosley Zoo 6
- 54 Alameda Park Zoo 5
- 55 The Boonshoft Museum of Discovery 5
- 56 Trevor Zoo 5
- 57 The David Taylor Zoo of Emporia 4



Workforce

Part-time Employees

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	55	14	17	6	5
Zoos	53	14	16	6	5
Aquariums	2	18	20	18	15
1	Safari West Wildlife Preserve	75	26	26	8
2	Brookgreen Gardens	69	27	27	6
3	Museum of Science	56	28	28	6
4	Northeastern Wisconsin (NEW) Zoo & Adventure Park	42	29	29	6
5	ZOOAMERICA North American Wildlife Park	40	30	30	6
6	Potawatomi Zoo	40	31	31	6
7	Oglebay's Good Zoo	36	32	32	6
8	Buttonwood Park Zoo	30	33	33	6
9	Cosley Zoo	23	34	34	5
10	National Mississippi River Museum & Aquarium	22	35	35	5
11	Chahinkapa Zoo	20	36	36	5
12	Chattanooga Zoo at Warner Park	20	37	37	5
13	Santa Ana Zoo	20	38	38	5
14	Lehigh Valley Zoo	17	39	39	5
15	Lee G. Simmons Conservation Park & Wildlife Safari	16	40	40	5
16	Chehaw Wild Animal Park	16	41	41	5
17	Brandywine Zoo	16	42	42	5
18	Lake Superior Zoo	15	43	43	4
19	Bramble Park Zoo	14	44	44	4
20	Clyde Peeling's Reptiland	13	45	45	4
21	Jenkins' Aquarium	13	46	46	3
22	Sequoia Park Zoo	13	47	47	3
23	The Butterfly House	9	48	48	3
24	Charles Paddock Zoo	9	49	49	3
25	Pueblo Zoo	8	50	50	2

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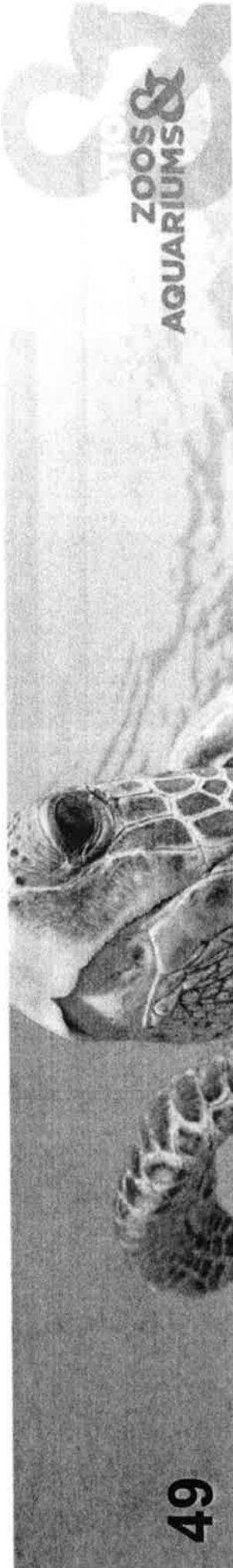


Workforce

Part-time Employees

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	55	14	17	6	5
Zoos	53	14	16	6	5
Aquariums	2	18	20	18	15

- 51 Cape May County Park Zoo 2
52 Capron Park Zoo 1
53 Ellen Trout Zoo 1
54 Tautphaus Park Zoo 1
55 Santa Fe College Teaching Zoo 1



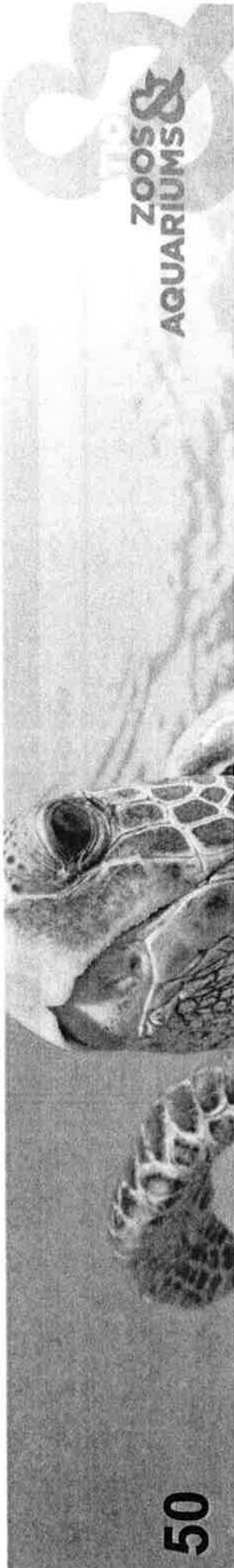
ZOOS &
AQUARIUMS

Workforce

Temporary Employees

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	33	23	19	15	5
Zoos	32	24	19	15	5
Aquariums	1	17	17	17	17
1 Museum of Science	283	26	Santa Fe College Teaching Zoo	5	
2 Lincoln Children's Zoo	70	27	Roosevelt Park Zoo	4	
3 African Safari Wildlife Park	50	28	Zoo Boise	4	
4 Bergen County Zoological Park	50	29	Brookgreen Gardens	4	
5 Chattanooga Zoo at Warner Park	23	30	Hutchinson Zoo	3	
6 Children's Zoo at Celebration Square	20	31	Charles Paddock Zoo	2	
7 Red River Zoo	20	32	Ellen Trout Zoo	2	
8 Sunset Zoological Park	20	33	Riverside Discovery Center	1	
9 Lake Superior Zoo	19				
10 Racine Zoological Gardens	18				
11 Lee Richardson Zoo	17				
12 Jenkins' Aquarium	17				
13 Cosley Zoo	16				
14 Dakota Zoo	15				
15 Bramble Park Zoo	15				
16 Capron Park Zoo	15				
17 Henson Robinson Zoo	15				
18 Tautphaus Park Zoo	14				
19 Grizzly & Wolf Discovery Center	12				
20 Chahinkapa Zoo	10				
21 Brandywine Zoo	8				
22 Scovill Zoo	7				
23 Western North Carolina Nature Center	6				
24 Squam Lakes Natural Science Center	5				
25 Miller Park Zoo	5				

5



ZOOS &
AQUARIUMS

Workforce

Volunteers

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	55	155	200	91	37
Zoos	53	152	200	91	38
Aquariums	2	232	340	232	123
1 Lehigh Valley Zoo	1,049	26	Tautphaus Park Zoo	100	
2 Museum of Science	709	27	Chehaw Wild Animal Park	96	
3 Lincoln Children's Zoo	500	28	Hutchinson Zoo	91	
4 Brookgreen Gardens	480	29	Santa Fe College Teaching Zoo	90	
5 National Mississippi River Museum & Aquarium	448	30	Red River Zoo	81	
6 Cosley Zoo	301	31	Happy Hollow Zoo	80	
7 Chattanooga Zoo at Warner Park	300	32	Lee Richardson Zoo	75	
8 Lake Superior Zoo	300	33	Salisbury Zoological Park	75	
9 The Butterfly House	250	34	Scovill Zoo	75	
10 Buttonwood Park Zoo	230	35	Henson Robinson Zoo	72	
11 Children's Zoo at Celebration Square	215	36	Riverside Discovery Center	70	
12 Western North Carolina Nature Center	210	37	Trevor Zoo	65	
13 Santa Ana Zoo	200	38	Potawatomi Zoo	61	
14 Roosevelt Park Zoo	200	39	Bergen County Zoological Park	50	
15 Sequoia Park Zoo	200	40	Alameda Park Zoo	40	
16 Squam Lakes Natural Science Center	200	41	Mill Mountain Zoo	38	
17 Ellen Trout Zoo	200	42	Brandywine Zoo	35	
18 Zoo Boise	198	43	Miller Park Zoo	30	
19 Racine Zoological Gardens	170	44	The David Taylor Zoo of Emporia	26	
20 Northeastern Wisconsin (NEW) Zoo & Adventure Park	165	45	Charles Paddock Zoo	25	
21 Dakota Zoo	150	46	Capron Park Zoo	25	
22 Pueblo Zoo	140	47	Bramble Park Zoo	20	
23 Living Desert Zoo & Gardens State Park	124	48	The Boonshoft Museum of Discovery	18	
24 Oglebay's Good Zoo	100	49	Chahinkapa Zoo	15	
25 Sunset Zoological Park	100	50	Jenkins' Aquarium	15	

Workforce

Volunteers

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	55	155	200	91	37
Zoos	53	152	200	91	38
Aquariums	2	232	340	232	123

- 51 Lee G. Simmons Conservation Park & Wildlife Safari 7
52 Cape May County Park Zoo 7
53 Clyde Peeling's Reptiland 6
54 ZOOAMERICA North American Wildlife Park 6
55 Grizzly & Wolf Discovery Center 5

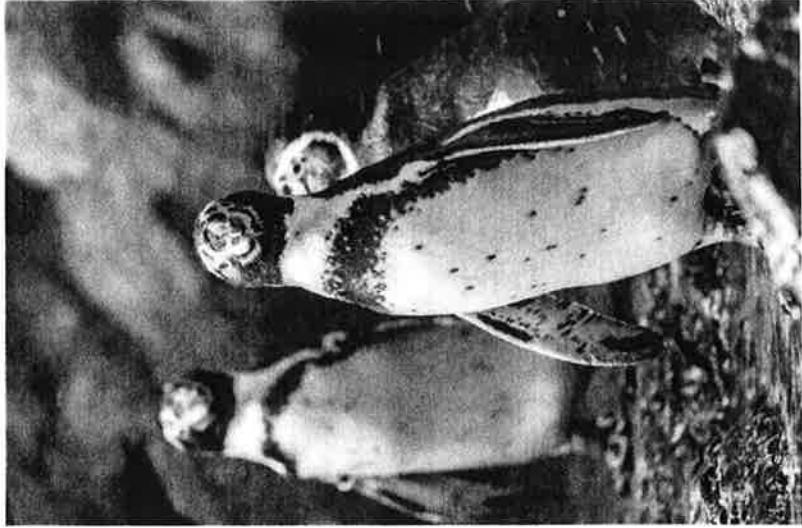
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ZOOS &
AQUARIUMS

Earned Revenue

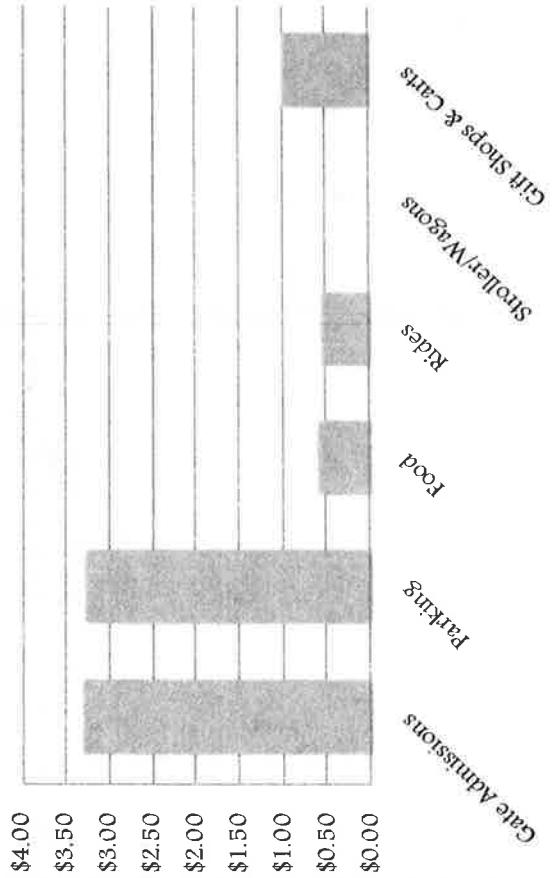
Notes

- This section reflects 2014 data collected in the Earned Revenue Survey. The survey was sent to all accredited Institution Directors in January 2015 and 121 institutions participated. The data was compiled by Michael T. Gill Visitor Services Consultant, LLC.
- Total Food Revenue includes catering, food stands/carts, and vending machines.
- Earned Revenue includes totals for gate admission, parking, all foods, rides, stroller/wagons, and gift shop revenues.
- Earned Revenue per capita is based on attendance reported for 2014 by institution.

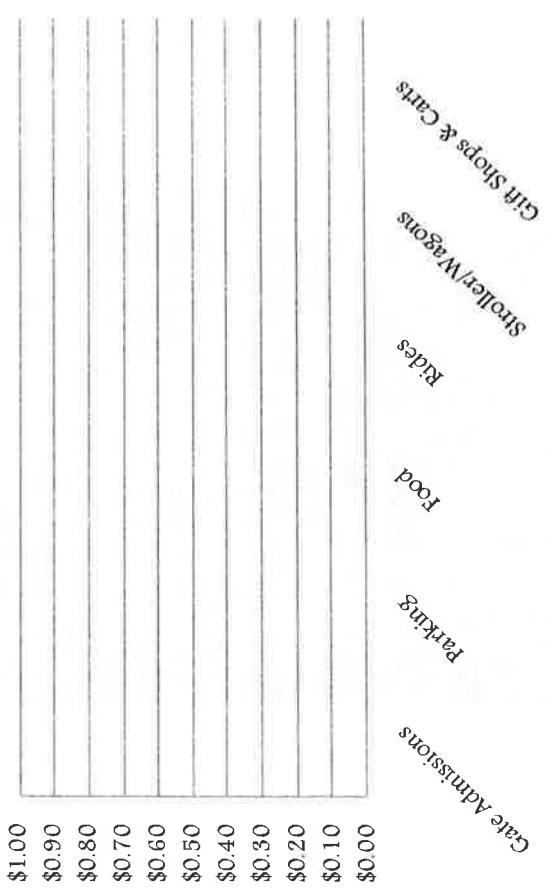


Earned Revenue

**Earned Revenue per Capita
for Zoos**



**Earned Revenue per Capita
for Aquariums**

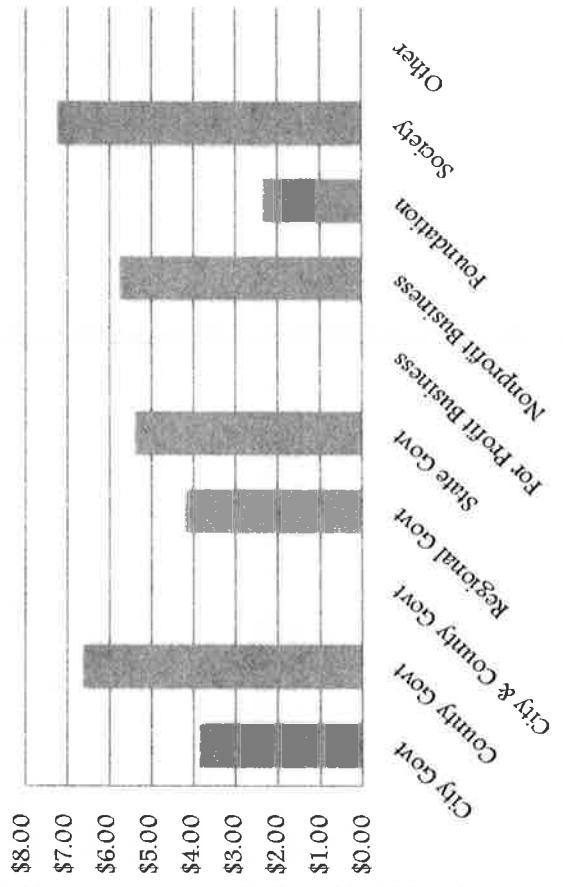


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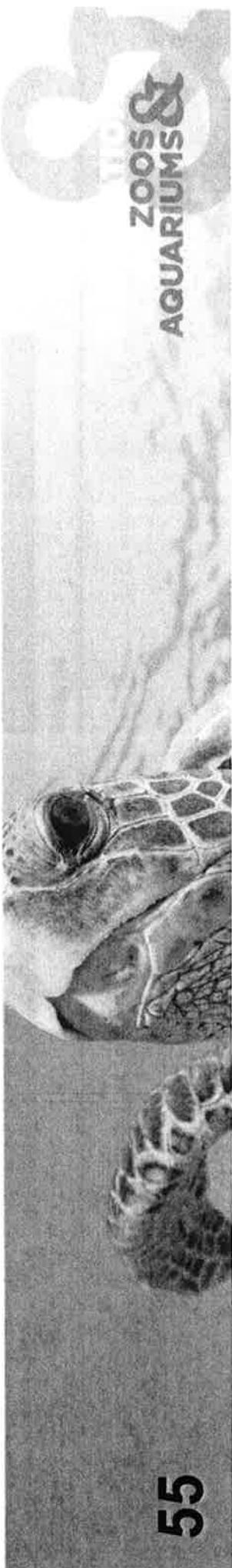
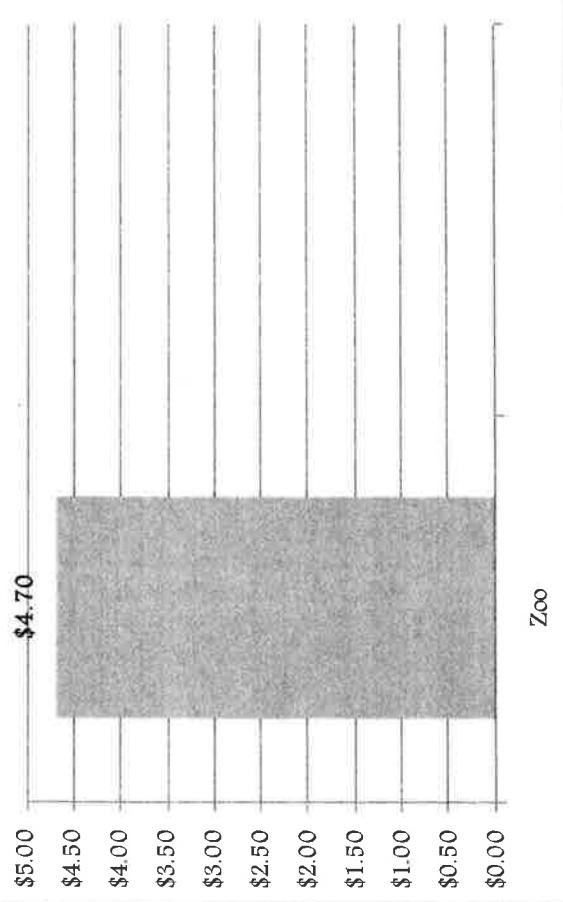
ZOOS &
AQUARIUMS

Earned Revenue

**Earned Revenue per Capita
by Governing Agency**



**Earned Revenue per Capita
by Institution Type**



Earned Revenue

Gate Admissions Revenue

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	23	\$511,784	\$533,480	\$335,984	\$224,185
Zoos	23	\$511,784	\$533,480	\$335,984	\$224,185
Aquariums	0				
1 Happy Hollow Zoo		\$2,597,554			
2 Grizzly & Wolf Discovery Center		\$1,196,386			
3 Northeastern Wisconsin (NEW) Zoo & Adventure Park		\$1,070,402			
4 Santa Ana Zoo		\$959,887			
5 Potawatomi Zoo		\$760,042			
6 Oglebay's Good Zoo		\$543,669			
7 Lake Superior Zoo		\$523,290			
8 Lincoln Children's Zoo		\$468,648			
9 Capron Park Zoo		\$431,281			
10 Western North Carolina Nature Center		\$408,000			
11 Squam Lakes Natural Science Center		\$352,688			
12 Tautphaus Park Zoo		\$335,984			
13 Miller Park Zoo		\$328,347			
14 Buttonwood Park Zoo		\$326,440			
15 Pueblo Zoo		\$295,186			
16 Scovill Zoo		\$294,435			
17 Cosley Zoo		\$224,755			
18 Chahinkapa Zoo		\$223,614			
19 Sunset Zoological Park		\$139,775			
20 Living Desert Zoo & Gardens State Park		\$108,401			
21 Riverside Discovery Center		\$81,386			
22 Trevor Zoo		\$79,145			
23 Lee Richardson Zoo		\$21,720			

ZOOES &
AQUARIUMS &

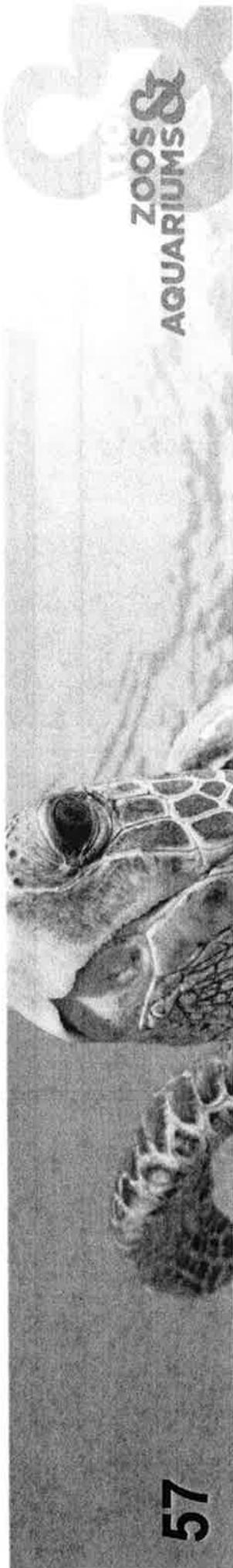
Earned Revenue

Gate Admissions Revenue per Capita

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	23	\$3.34	\$4.21	\$2.93	\$2.41
Zoos	23	\$3.34	\$4.21	\$2.93	\$2.41
Aquariums	0				

1	Grizzly & Wolf Discovery Center	\$8.07
2	Lake Superior Zoo	\$6.01
3	Happy Hollow Zoo	\$5.71
4	Squam Lakes Natural Science Center	\$4.70
5	Oglebay's Good Zoo	\$4.48
6	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$4.43
7	Santa Ana Zoo	\$3.99
8	Potawatomi Zoo	\$3.71
9	Western North Carolina Nature Center	\$3.47
10	Chahinkapa Zoo	\$3.39
11	Miller Park Zoo	\$3.17
12	Capron Park Zoo	\$2.93
13	Living Desert Zoo & Gardens State Park	\$2.68
14	Trevor Zoo	\$2.64
15	Tautphaus Park Zoo	\$2.58
16	Scovill Zoo	\$2.53
17	Pueblo Zoo	\$2.52
18	Lincoln Children's Zoo	\$2.30
19	Buttonwood Park Zoo	\$2.15
20	Riverside Discovery Center	\$1.99
21	Sunset Zoological Park	\$1.76
22	Cosley Zoo	\$1.51
23	Lee Richardson Zoo	\$0.10

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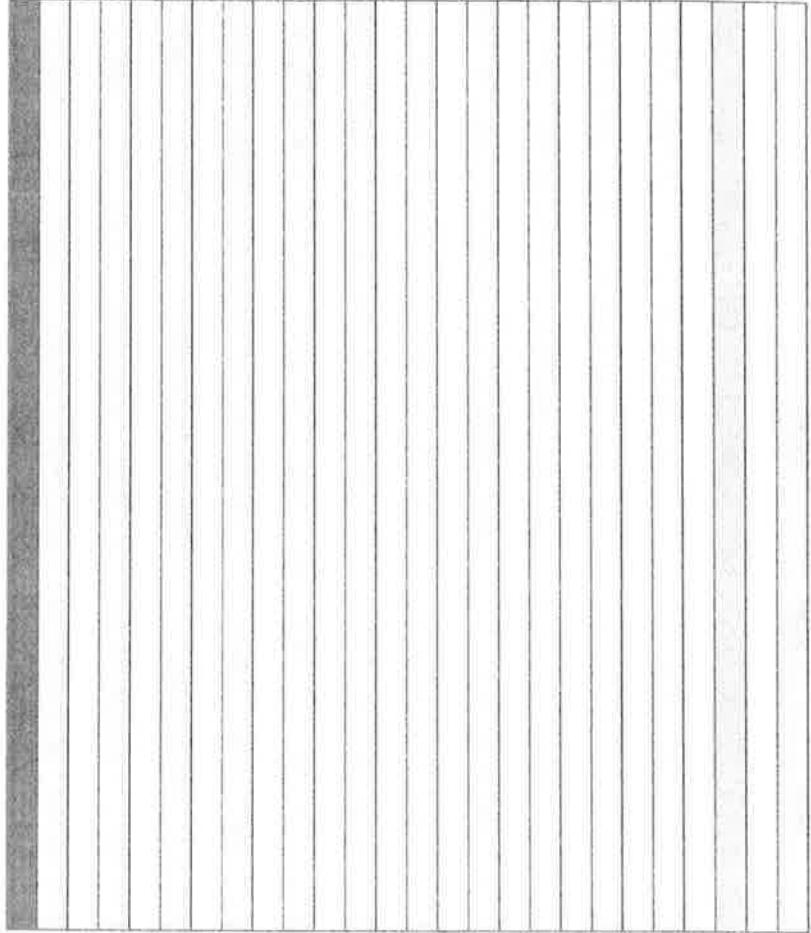


Earned Revenue

Parking Revenue

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	1	\$1,508,191	\$1,508,191	\$1,508,191	\$1,508,191
Zoos	1	\$1,508,191	\$1,508,191	\$1,508,191	\$1,508,191
Aquariums	0				

1 Happy Hollow Zoo



Earned Revenue

Parking Revenue per Capita

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	1	\$3.32	\$3.32	\$3.32	\$3.32
Zoos	1	\$3.32	\$3.32	\$3.32	\$3.32
Aquariums	0				

1 Happy Hollow Zoo

\$3.32

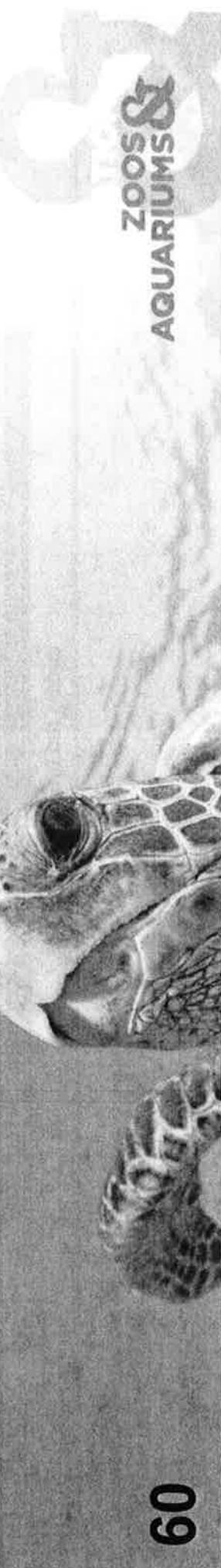
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Earned Revenue

Food Revenue

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	21	\$140,965	\$125,620	\$63,029	\$10,761
Zoos	21	\$140,965	\$125,620	\$63,029	\$10,761
Aquariums	0				
1 Happy Hollow Zoo		\$1,151,450			
2 Santa Ana Zoo		\$311,883			
3 Northeastern Wisconsin (NEW) Zoo & Adventure Park		\$302,302			
4 Lincoln Children's Zoo		\$224,500			
5 Potawatomi Zoo		\$221,597			
6 Buttonwood Park Zoo		\$125,620			
7 Oglebay's Good Zoo		\$108,924			
8 Capron Park Zoo		\$97,990			
9 Scovill Zoo		\$80,638			
10 Lee Richardson Zoo		\$77,000			
11 Cosley Zoo		\$63,029			
12 Lake Superior Zoo		\$51,569			
13 Tautphaus Park Zoo		\$42,151			
14 Chahinkapa Zoo		\$39,430			
15 Salisbury Zoological Park		\$32,511			
16 Grizzly & Wolf Discovery Center		\$10,761			
17 Western North Carolina Nature Center		\$8,000			
18 Sunset Zoological Park		\$4,295			
19 Pueblo Zoo		\$3,576			
20 Living Desert Zoo & Gardens State Park		\$2,584			
21 Miller Park Zoo		\$449			

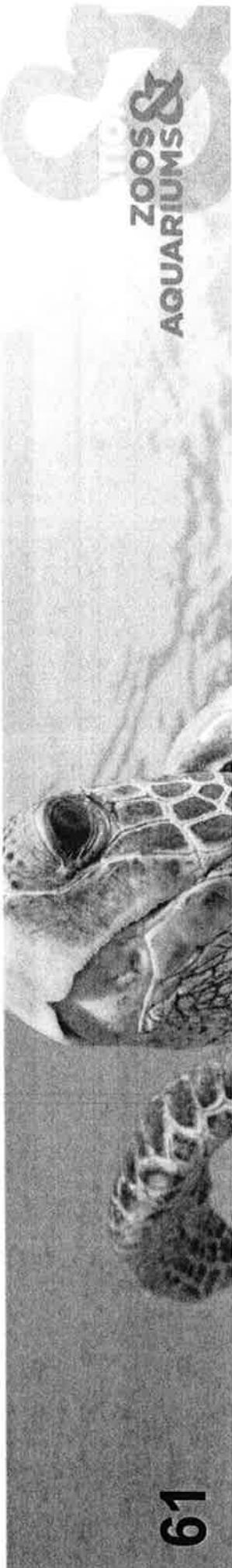


Earned Revenue

Food Revenue per Capita

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	21	\$0.62	\$0.90	\$0.59	\$0.07
Zoos	21	\$0.62	\$0.90	\$0.59	\$0.07
Aquariums	0				

1	Happy Hollow Zoo	\$2.53
2	Santa Ana Zoo	\$1.30
3	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$1.25
4	Lincoln Children's Zoo	\$1.10
5	Potawatomi Zoo	\$1.08
6	Oglebay's Good Zoo	\$0.90
7	Buttonwood Park Zoo	\$0.83
8	Scovill Zoo	\$0.69
9	Capron Park Zoo	\$0.67
10	Chahinkapa Zoo	\$0.60
11	Lake Superior Zoo	\$0.59
12	Cosley Zoo	\$0.42
13	Lee Richardson Zoo	\$0.35
14	Tautphaus Park Zoo	\$0.32
15	Salisbury Zoological Park	\$0.11
16	Grizzly & Wolf Discovery Center	\$0.07
17	Western North Carolina Nature Center	\$0.07
18	Living Desert Zoo & Gardens State Park	\$0.06
19	Sunset Zoological Park	\$0.05
20	Pueblo Zoo	\$0.03
21	Milner Park Zoo	\$0.00



Earned Revenue

Rides Revenue

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	12	\$82,590	\$111,609	\$42,717	\$16,752
Zoos	12	\$82,590	\$111,609	\$42,717	\$16,752
Aquariums	0				

	1 Lincoln Children's Zoo	\$302,802
2	Scovill Zoo	\$207,208
3	Buttonwood Park Zoo	\$146,758
4	Potawatomi Zoo	\$99,892
5	Oglebay's Good Zoo	\$80,663
6	Lee Richardson Zoo	\$52,034
7	Miller Park Zoo	\$33,400
8	Chahinkapa Zoo	\$24,468
9	Lake Superior Zoo	\$18,312
10	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$12,073
11	Hutchinson Zoo	\$7,270
12	Cosley Zoo	\$6,200



Earned Revenue

Rides Revenue per Capita

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	12	\$0.56	\$0.74	\$0.35	\$0.19
Zoos	12	\$0.56	\$0.74	\$0.35	\$0.19
Aquariums	0				

1	Scovill Zoo	\$1.78
2	Lincoln Children's Zoo	\$1.48
3	Buttonwood Park Zoo	\$0.97
4	Oglebay's Good Zoo	\$0.67
5	Potawatomi Zoo	\$0.49
6	Chahinkapa Zoo	\$0.37
7	Miller Park Zoo	\$0.32
8	Lee Richardson Zoo	\$0.24
9	Lake Superior Zoo	\$0.21
10	Hutchinson Zoo	\$0.15
11	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$0.05
12	Cosley Zoo	\$0.04



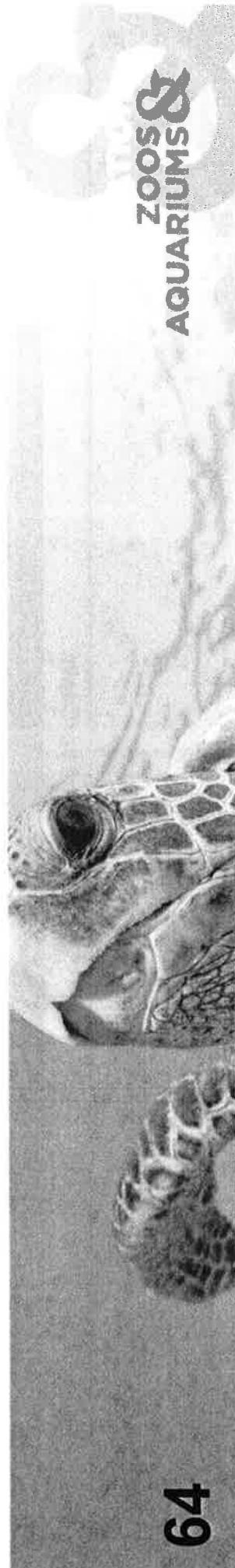
ZOOS &
AQUARIUMS

Earned Revenue

Stroller/Wagons Revenue

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	14	\$4,129	\$6,149	\$3,383	\$1,557
Zoos	14	\$4,129	\$6,149	\$3,383	\$1,557
Aquariums	0				

1	Happy Hollow Zoo	\$11,586
2	Potawatomi Zoo	\$7,624
3	Pueblo Zoo	\$6,469
4	Tautphaus Park Zoo	\$6,461
5	Lee Richardson Zoo	\$5,211
6	Buttonwood Park Zoo	\$5,124
7	Lincoln Children's Zoo	\$4,465
8	Scovill Zoo	\$2,301
9	Lake Superior Zoo	\$2,212
10	Riverside Discovery Center	\$1,946
11	Oglebay's Good Zoo	\$1,427
12	Capron Park Zoo	\$1,000
13	Hutchinson Zoo	\$1,000
14	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$979

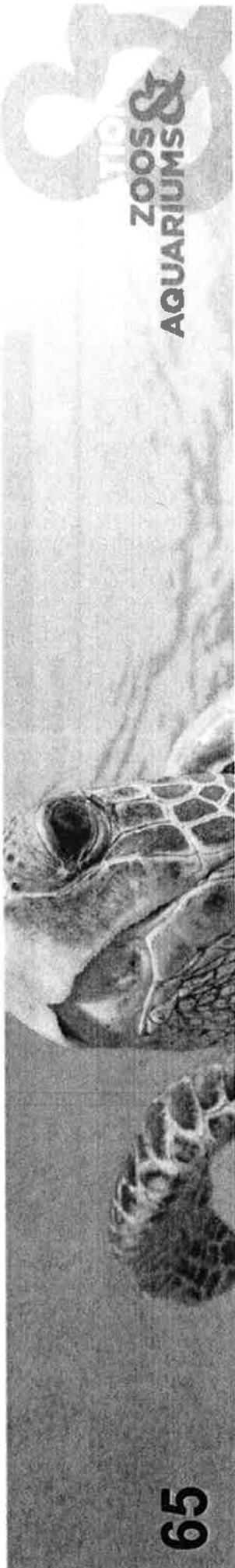


Earned Revenue

Stroller/Wagons Revenue per Capita

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	14	\$0.03	\$0.04	\$0.02	\$0.02
Zoos	14	\$0.03	\$0.04	\$0.02	\$0.02
Aquariums	0				

1	Pueblo Zoo	\$0.06
2	Tautphaus Park Zoo	\$0.05
3	Riverside Discovery Center	\$0.05
4	Potawatomi Zoo	\$0.04
5	Buttonwood Park Zoo	\$0.03
6	Happy Hollow Zoo	\$0.03
7	Lake Superior Zoo	\$0.03
8	Lee Richardson Zoo	\$0.02
9	Lincoln Children's Zoo	\$0.02
10	Hutchinson Zoo	\$0.02
11	Scovill Zoo	\$0.02
12	Oglebay's Good Zoo	\$0.01
13	Capron Park Zoo	\$0.01
14	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$0.00

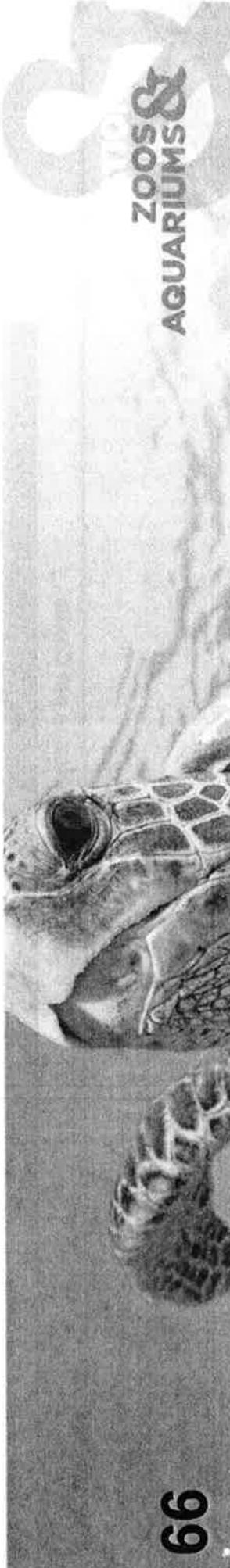


Earned Revenue

Gift Shop & Carts Revenue

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	22	\$120,985	\$153,310	\$91,998	\$57,168
Zoos	22	\$120,985	\$153,310	\$91,998	\$57,168
Aquariums	0				

1	Grizzly & Wolf Discovery Center	\$523,498
2	Oglebay's Good Zoo	\$324,756
3	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$217,760
4	Potawatomi Zoo	\$192,451
5	Buttonwood Park Zoo	\$165,604
6	Lincoln Children's Zoo	\$162,980
7	Lake Superior Zoo	\$124,299
8	Miller Park Zoo	\$113,157
9	Living Desert Zoo & Gardens State Park	\$107,732
10	Scovill Zoo	\$99,724
11	Pueblo Zoo	\$95,705
12	Squam Lakes Natural Science Center	\$88,290
13	Cosley Zoo	\$84,268
14	Capron Park Zoo	\$82,246
15	Lee Richardson Zoo	\$80,000
16	Sunset Zoological Park	\$63,286
17	Tautphaus Park Zoo	\$55,128
18	Chahinkapa Zoo	\$54,253
19	Riverside Discovery Center	\$13,459
20	Western North Carolina Nature Center	\$11,000
21	The David Taylor Zoo of Emporia	\$1,244
22	Trevor Zoo	\$838



ZOOS &
AQUARIUMS

Earned Revenue

Gift Shop & Carts Revenue per Capita

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	22	\$1.00	\$1.09	\$0.82	\$0.46
Zoos	22	\$1.00	\$1.09	\$0.82	\$0.46
Aquariums	0				

1	Grizzly & Wolf Discovery Center	\$3.53
2	Oglebay's Good Zoo	\$2.68
3	Living Desert Zoo & Gardens State Park	\$2.66
4	Lake Superior Zoo	\$1.43
5	Squam Lakes Natural Science Center	\$1.18
6	Miller Park Zoo	\$1.09
7	Buttonwood Park Zoo	\$1.09
8	Potawatomi Zoo	\$0.94
9	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$0.90
10	Scovill Zoo	\$0.86
11	Chahinkapa Zoo	\$0.82
12	Pueblo Zoo	\$0.82
13	Lincoln Children's Zoo	\$0.80
14	Sunset Zoological Park	\$0.80
15	Cosley Zoo	\$0.57
16	Capron Park Zoo	\$0.56
17	Tautphaus Park Zoo	\$0.42
18	Lee Richardson Zoo	\$0.37
19	Riverside Discovery Center	\$0.33
20	Western North Carolina Nature Center	\$0.09
21	Trevor Zoo	\$0.03
22	The David Taylor Zoo of Emporia	\$0.02

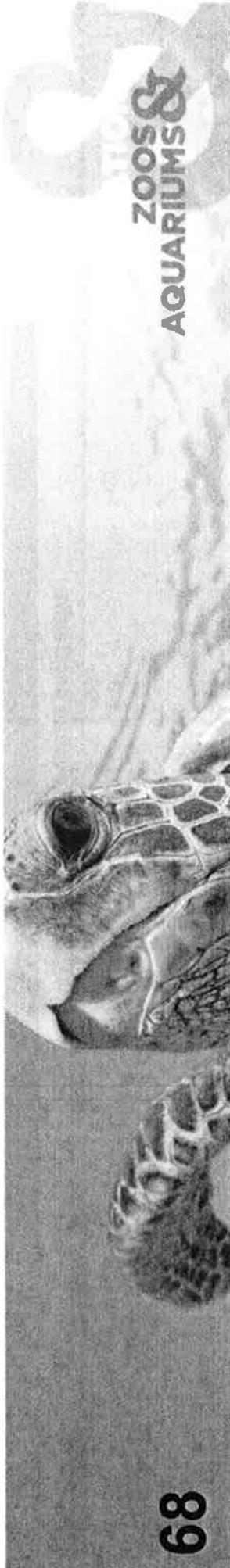


Earned Revenue

Earned Revenue

		Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	26	\$767,310	\$986,966	\$440,351	\$440,351	\$223,029
Zoos	26	\$767,310	\$986,966	\$440,351	\$440,351	\$223,029
Aquariums	0					
1	Happy Hollow Zoo	\$5,268,781				
2	Grizzly & Wolf Discovery Center	\$1,730,645				
3	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$1,603,516				
4	Potawatomi Zoo	\$1,281,606				
5	Santa Ana Zoo	\$1,271,770				
6	Lincoln Children's Zoo	\$1,163,395				
7	Oglebay's Good Zoo	\$1,059,439				
8	Buttonwood Park Zoo	\$769,546				
9	Lake Superior Zoo	\$719,682				
10	Scovill Zoo	\$684,306				
11	Capron Park Zoo	\$612,517				
12	Miller Park Zoo	\$475,353				
13	Squam Lakes Natural Science Center	\$440,978				
14	Tautphaus Park Zoo	\$439,724				
15	Western North Carolina Nature Center	\$427,000				
16	Pueblo Zoo	\$400,936				
17	Cosley Zoo	\$378,252				
18	Chahinkapa Zoo	\$341,765				
19	Lee Richardson Zoo	\$235,965				
20	Living Desert Zoo & Gardens State Park	\$218,717				
21	Sunset Zoological Park	\$207,356				
22	Riverside Discovery Center	\$96,791				
23	Trevor Zoo	\$79,983				
24	Salisbury Zoological Park	\$32,511				
25	Hutchinson Zoo	\$8,270				

ZOOS &
AQUARIUMS



Earned Revenue

Earned Revenue per Capita

	Total	Average	75 Percentile	50 Percentile	25 Percentile	
All Institutions	26	\$4.70	\$5.89	\$4.83	\$2.63	
Zoos	26	\$4.70	\$5.89	\$4.83	\$2.63	
Aquariums	0					
						\$0.02
26	The David Taylor Zoo of Emporia					
1	Grizzly & Wolf Discovery Center	\$11.67				
2	Happy Hollow Zoo	\$11.58				
3	Oglebay's Good Zoo	\$8.73				
4	Lake Superior Zoo	\$8.26				
5	Northeastern Wisconsin (NEW) Zoo & Adventure Park	\$6.63				
6	Potawatomi Zoo	\$6.25				
7	Scovil Zoo	\$5.89				
8	Squam Lakes Natural Science Center	\$5.88				
9	Lincoln Children's Zoo	\$5.70				
10	Living Desert Zoo & Gardens State Park	\$5.41				
11	Santa Ana Zoo	\$5.29				
12	Chahinkapa Zoo	\$5.18				
13	Buttonwood Park Zoo	\$5.06				
14	Miller Park Zoo	\$4.59				
15	Capron Park Zoo	\$4.17				
16	Western North Carolina Nature Center	\$3.64				
17	Pueblo Zoo	\$3.42				
18	Tautphaus Park Zoo	\$3.38				
19	Trevor Zoo	\$2.67				
20	Sunset Zoological Park	\$2.62				
21	Cosley Zoo	\$2.54				
22	Riverside Discovery Center	\$2.36				
23	Lee Richardson Zoo	\$1.08				
24	Hutchinson Zoo	\$0.17				
25	Salisbury Zoological Park	\$0.11				



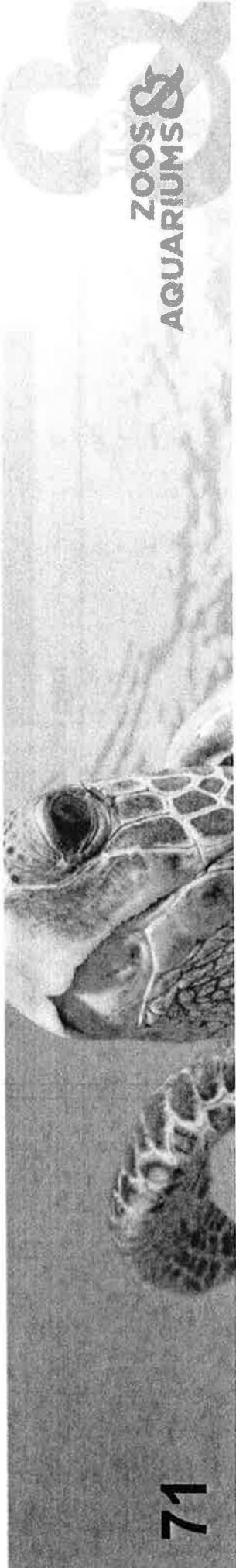
Parking



Parking

Parking Spaces for Cars

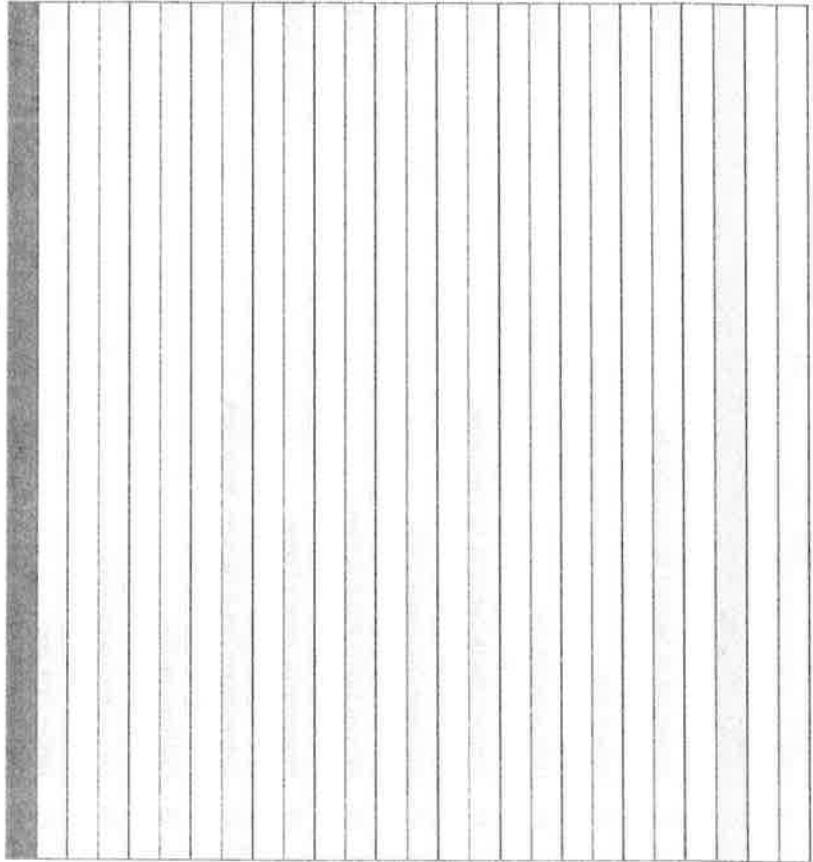
	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	56	251	300	168	92
Zoos	54	246	297	156	91
Aquariums	2	375	438	375	313
1 Santa Fe College Teaching Zoo	1,500	26	Potawatomi Zoo	200	200
2 Museum of Science	850	27	Squam Lakes Natural Science Center	175	175
3 Northeastern Wisconsin (NEW) Zoo & Adventure Park	675	28	Charles Paddock Zoo	174	174
4 Cape May County Park Zoo	594	29	Scovill Zoo	162	162
5 Happy Hollow Zoo	550	30	Capron Park Zoo	150	150
6 National Mississippi River Museum & Aquarium	500	31	Lake Superior Zoo	150	150
7 Brookgreen Gardens	500	32	Roosevelt Park Zoo	144	144
8 Chattanooga Zoo at Warner Park	500	33	Western North Carolina Nature Center	135	135
9 Lee Richardson Zoo	472	34	Cosley Zoo	127	127
10 Santa Ana Zoo	450	35	Salisbury Zoological Park	122	122
11 Red River Zoo	440	36	Bramble Park Zoo	120	120
12 Lehigh Valley Zoo	430	37	African Safari Wildlife Park	120	120
13 Dakota Zoo	400	38	Lee G. Simmons Conservation Park & Wildlife Safari	120	120
14 Chehaw Wild Animal Park	300	39	Riverside Discovery Center	110	110
15 The Butterfly House	300	40	Hutchinson Zoo	106	106
16 Zoo Boise	288	41	Living Desert Zoo & Gardens State Park	100	100
17 Oglebay's Good Zoo	281	42	Brandywine Zoo	92	92
18 Jenkinson's Aquarium	250	43	Chahinkapa Zoo	90	90
19 Lincoln Children's Zoo	240	44	Grizzly & Wolf Discovery Center	90	90
20 Pueblo Zoo	235	45	Sunset Zoological Park	85	85
21 Children's Zoo at Celebration Square	232	46	Tautphaus Park Zoo	80	80
22 The Boonshoft Museum of Discovery	225	47	Miller Park Zoo	80	80
23 Bergen County Zoological Park	210	48	Mill Mountain Zoo	75	75
24 Buttonwood Park Zoo	200	49	Clyde Peeling's Reptiland	70	70
25 Ellen Trout Zoo	200	50	Henson Robinson Zoo	65	65



Parking

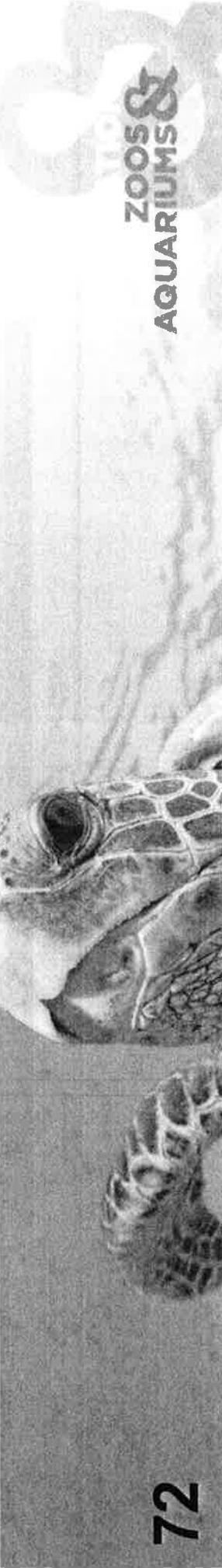
Parking Spaces for Cars

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	56	251	300	168	92
Zoos	54	246	297	156	91
Aquariums	2	375	438	375	313



51	ZOOAMERICA North American Wildlife Park	58
52	Racine Zoological Gardens	56
53	Alameda Park Zoo	50
54	Sequoia Park Zoo	50
55	Trevor Zoo	45
56	The David Taylor Zoo of Emporia	25

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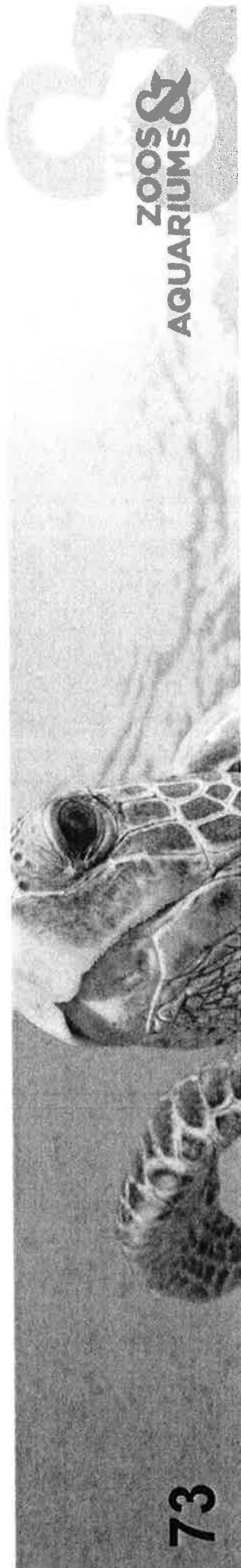


Parking

Parking Spaces for Buses

	Total	Average	75 Percentile	50 Percentile	25 Percentile
All Institutions	41	12	15	10	6
Zoos	40	11	15	10	6
Aquariums	1	30	30	30	30
1 Dakota Zoo	40	40	40	40	8
2 National Mississippi River Museum & Aquarium	30	30	27	27	7
3 Santa Fe College Teaching Zoo	25	25	28	28	6
4 Scovill Zoo	20	20	29	29	6
5 The Butterfly House	20	20	30	30	6
6 Northeastern Wisconsin (NEW) Zoo & Adventure Park	20	20	31	31	6
7 Lee Richardson Zoo	20	20	32	32	6
8 Bergen County Zoological Park	20	20	33	33	5
9 Cape May County Park Zoo	20	20	34	34	5
10 ZOOAMERICA North American Wildlife Park	18	18	35	35	4
11 Chattanooga Zoo at Warner Park	15	15	36	36	3
12 Riverside Discovery Center	15	15	37	37	3
13 Santa Ana Zoo	15	15	38	38	3
14 Squam Lakes Natural Science Center	13	13	39	39	3
15 Lee G. Simmons Conservation Park & Wildlife Safari	12	12	40	40	2
16 Tautphaus Park Zoo	12	12	41	41	2
17 Clyde Peeling's Reptiland	10	10			
18 Capron Park Zoo	10	10			
19 Chahinkapa Zoo	10	10			
20 Charles Paddock Zoo	10	10			
21 Roosevelt Park Zoo	10	10			
22 Living Desert Zoo & Gardens State Park	10	10			
23 Oglebay's Good Zoo	9	9			
24 Western North Carolina Nature Center	9	9			
25 Zoo Boise	8	8			

ZOOS &
AQUARIUMS



GOLF COURSE FINANCIAL STATISTICS
For AUGUST, 2015



GOLF COURSE REVENUE:

	AUGUST ROUNDS	AUGUST REVENUE	YEAR TO DATE ROUNDS	YEAR TO DATE REVENUE
2015	6,391	\$ 165,442.00	27036*	\$ 657,031.25
2014	5,889	\$ 156,476.00	24063**	\$ 598,757.97
2012	5,689	\$ 124,129.75	29104***	\$ 632,573.25
TOTAL SEASON PASS REVENUE				
			2015 \$	117,393.41
			2014 \$	112,464.52

PRO-SHOP SHARED REVENUE (CARTS):

	AUGUST COUNTY SHARE	YEAR TO DATE COUNTY SHARE
2015	\$ 34,904.40	\$ 130,137.80
2014	\$ 32,003.10	\$ 114,568.30
2012	\$ 9,532.80	\$ 46,908.00

SAFARI STEAKHOUSE SHARED REVENUE:

	AUGUST COUNTY SHARE	YEAR TO DATE COUNTY SHARE
2015	\$ 10,161.91	\$ 54,498.38
2014	\$ 10,362.20	\$ 58,338.22
2012	\$ 10,144.71	\$ 56,391.92

Golf Course Opening Day

2015 *April 10th

2014 **April 23rd

2012 ***March 16th



QUOTATION

**P.O. Box 110, 444 N. Madison St.
Chilton, WI 53014-0110
Phone 800-279-2341 Fax 920-849-9576**

TURF EQUIPMENT SPECIALISTS

Serving Wisconsin & Upper Michigan

TO: Mr. Scott Anthes
Brown County Golf Course
897 Riverdale Dr.
Oneida, WI 54155

Date: 7/20/15

Attention: Scott

Your Inquiry: Verbal

We are pleased to submit this quotation on our interpretation of your requirements. All quoted prices are subject to change after 30 Days from date of this quotation. Sales and use tax, where applicable, payable by the Buyer.

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
TWO(2)	Jacobsen LF-550 2WD Fairway Mower, 35HP diesel engine, 5-7 bladed cutting units with grooved front rollers, deluxe seat, ROPS, grass catchers, rear roller cleaning brushes.		
	<i>Regular Price</i>	\$155,000.00	
	<i>Special Price for Two using Jacobsen special reel program</i>		<u>\$83,120.00</u>
	<i>Less: Trade two(2)old toro fairway mower</i>		<u>-\$2,200.00</u>
	<i>Final Price with trades</i>		<u>\$80,920.00</u>
	Note: This is a savings of over \$30,000 if priced without special factory reel program offered. 		

F.O.B. Course—Assembled and ready for operation

We appreciate the privilege of quoting on your requirements
and hope for your favorable consideration.

Delivery: Our Truck

Sincerely,

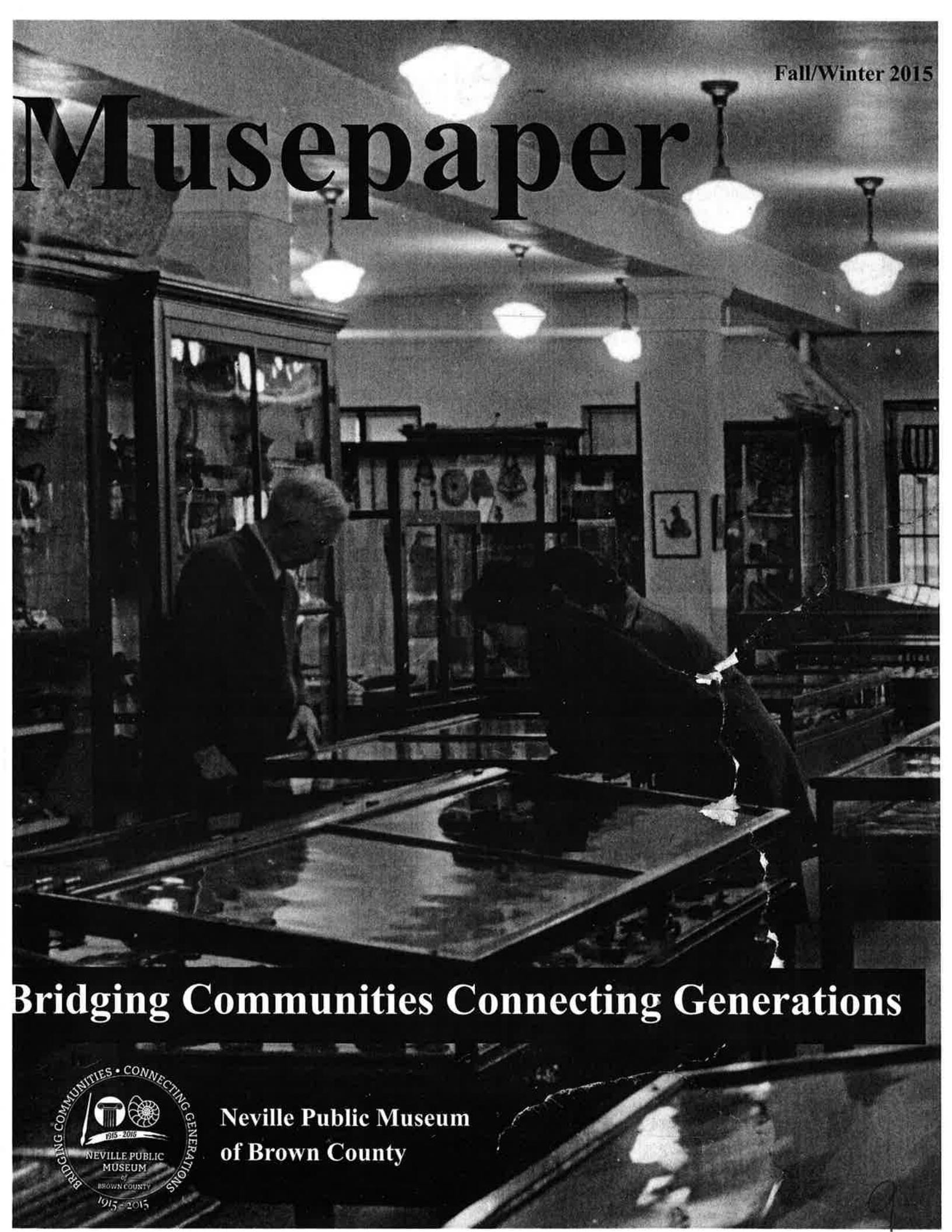
Terms: Net 30 days

HORST DISTRIBUTING, INC.

By: Don McRae

GRANT MORTIMER, PRESIDENT

6



Fall/Winter 2015

Musepaper

Bridging Communities Connecting Generations



Neville Public Museum
of Brown County

Letter from the Directors

Did you know that the Neville Public Museum turned 100 years old this year? We've officially reached legendary status in Green Bay. That's right, the Packers aren't the only ones with a rich history.

Institutions like the Neville and Lambeau endure for a very simple reason: this town protects what it loves. It's in our DNA. The bonds of affection are strong and the loyalty is fierce. We feel a certain sense of obligation to give back to the places that have given us so much to remember.

Just like the Packers, the Neville Museum would not be standing if it weren't for the support you have given us through the years.

Think back to when you first decided to come to the Neville -- what compelled you to do so? Was it because of a sentimental attachment that began when you visited the museum as a child? Are you a parent who wanted your children to discover the joy in learning? Perhaps the reason was because it gave you a sense of being part of a larger community. Maybe you viewed it as a creative space where you could be inspired by history, science and art. You may have felt very strongly about the importance of preserving the past for future generations.

Whatever your reason for supporting us in the past, we hope you'll come and visit us again soon. And, what better time is there than in our centennial year? Here are just a few things we have in store for you...

Come and check out our Cellar and Dinner Series. Bring the whole family to our popular soda-making workshops and Explorer Saturdays. Don't miss the fascinating new exhibit *SPIES, TRAITORS, SABOTEURS: Fear and Freedom in America* from the International Spy Museum in Washington D.C.

In the months ahead, you can expect even more cool exhibits including *EXTREME DEEP: Mission to the Abyss, Sisters in Spirit: Native American Stories in Rocks and Beads*, and our exciting new programs Exhibits Exposed and Hard Core History Night.

Your key to the museum is waiting for you. We promise that once you walk through our doors, you will rediscover why you fell in love with it in the first place.

Thank you once again for being an advocate of the Museum.

Sincerely,

Kasha Huntowski

Kasha Huntowski
Executive Director
Neville Public Museum Foundation

Beth A. Lemke

Beth A. Lemke
Executive Director
Neville Public Museum

Thank you to our donors for making all of these programs and events possible!



Green Bay Packaging Inc.

**Byron L. Walter
Family Trust**



Thanks also to the K.C. Stock Foundation, Dr. Richard and Ellen Horak, Green Bay Packers Foundation, Scott and Nancy Armbrust, Greater Green Bay Community Foundation, Wisconsin Public Service Foundation, the Joseph and Sarah Van Drisse Trust, Charles and Elizabeth Schrock, Pomp's Tire Service, Neville Art Guild, Primum Bonum, US Bank, Little Rapids Corporation, Egan Family Foundation, Renco Machine Company, Inc., Diane and Patrick Ford, the Pivot Rock Fund, NEW Charitable Trust, Kuehn Printing Co., Digicopy, Sherwin-Williams, Patricia Finder-Stone, Green Bay Press-Gazette, WFRV TV 5, and WBAY TV 2.

Upcoming Exhibits

EXTREME DEEP: Mission to the Abyss (Sept. 19, 2015 — Jan. 6, 2016)



Take a deep dive into the mysterious world of deep-sea exploration at the Neville Public Museum. Presented by Evergreen Exhibitions in collaboration with Woods Hole Oceanographic Institution, *EXTREME DEEP* is an interactive exhibit that highlights the adventures of deep-sea discovery through cutting-edge science and technology. Newly discovered life forms, thermal vents, close-up views of deep-sea research submersibles, and shipwrecks, including the Titanic, are among the attractions in this deep-sea adventure.

Sisters in Spirit: Native American Stories in Rocks and Beads (Sept. 26, 2015 — Feb. 14, 2016)



Wisconsin is a unique mixture of immigrant and native populations. Living together in complicated relationships for hundreds of years, both populations shaped the State in which we live. *Sisters in Spirit: Native American Stories in Rocks and Beads* displays the works of two artists – one Oneida and one from European stock – who both hear the whispers of the original occupants of our shared home. When their work is viewed together, the viewer gets a compelling glimpse of the continuing influence of Native Americans on contemporary Wisconsin art. Through their art, the ancient stories of our land speak again.

Green Bay Art Colony Annual Exhibition (Jan. 16, 2016 — Feb. 28, 2016)

In 1915, nine women created the Green Bay Art Club to assure that art and culture would be part of the local community. That same year, they organized a one-week exhibit of historically significant objects in the basement of the original library at the northeast corner of Jefferson and Doty streets. Every year since 1927 an exhibit of the Colony members' current artwork has been exhibited at the Neville Public Museum.

Feline Fine: Art of Cats (March 6, 2016 — April 17, 2016)



Cats have been domesticated since prehistoric times and have often been the objects of superstition as well as veneration, notably, for example, by ancient Egyptians. This traveling exhibition consists of 50 new paintings and sculptures by leading artists who specialize in the subject of cats. Artworks in *Feline Fine: Art of Cats* portrays domestic breeds and wild cats in a variety of styles ranging from photo-realism to painterly impressionism.

Lure of the Ocean: The Art of Stanley Meltzoff (March 6, 2016 — May 8, 2016)



Stanley Meltzoff (1917-2006) called himself a picture maker and fish painter, but he was more than just any fish painter. He was the first artist to realistically portray marlin, bluefish, striped bass and other major game fish species in their natural habitats and is considered the master of the genre. The exhibition features approximately 30 oil paintings by Meltzoff, many that are three to four feet long that portray fish in their environments from the New Jersey shores to the shallows of the Caribbean and the deep Atlantic waters. The paintings will be supplemented by specimens primarily of fish, plus turtle, shell and coral selected from the Neville Public Museum collection.

Event Calendar

September

5-Explorer Saturday: NE Wisconsin Cultures
24-Youth Program-*Building our Community*
19 & 26-Music at the Museum-Paul Subas

October

3-Explorer Saturday: *EXTREME DEEP*
6-Lecture Series: Deep Water Archaeology (Free)
13-Lecture Series: Future of the Great Lakes (Free)
15 & 29-Cellar Series: Oktoberfest Bier
17-*EXTREME DEEP* Adventures
20-Lecture Series: Climate Change (Free)
24-Kids and Canoes w/ Karen Ann Hoffman and Geri Schaub
29-Pottery Program w/Jennifer Stevens
30-School Day off Program: Robotics

November

5 & 19-Cellar Series: Highland Scotch Ale
7-Explorer Saturday: Clay-Working & Pottery
17-Youth Program-Etty
25-School Day Off Program: Art



Celebrate the 2015 Holiday Season at the Neville!

Visit the Neville to see holiday displays throughout the museum this holiday season! Bruce the Spruce, the Children Only Shop, and the Tree of Giving will also return this year!

Check www.NevillePublicMuseum.org for more holiday updates.

Welcome New Members!

Explorer-Todd & Julie Bartels

Pioneer-Les Bowers, Deborah McMorrow

Family-Rose & Thomas Ahrens, Nancy & Scott Armbrust, Jill & Scott Barfknecht, Cynthia Bestul, Martha & Spencer Bonnie, Michael & Dawn Brandt, Valerie & Chris Brooks, Sy Brzeczkowski, Katie & Chad Cartwright, Natatsha & Patrick Casey, Hannah Coddington, Thomas DeLarwelle & Sara Neuman, Katherine & Daniel Ditscheit, Libby & Stephen Fisette, Alycia & Scott Freimund, Phyllis & Jeff Frick, Cali & Jesse Gehrung, Michelle & Russell Gilbert, Ian & Sarah Griffiths, Penny & Jamie Heroux, Richard Hodkiewicz, Sara & Ryan Horkman, Robert & Jennifer Hornacek, Lena & Brian Hosking, Travis Jiskra, Bill & Kate Kamke, James Kellermann & Polly Strosahl, Jennifer & Robert Lalko, Katrina & Dennis Laurent, Bob & Nicole Lemke, Gaspar Lloret Amoros & Raquel Soto Lopez, Katherine & Paul Lubinski, Michelle McQuade Dewhurst, Kate & Jeff Osborne, John Pennington & Karlyn Crowley, Gail & Les Peterson, Tyler Rindo, Kristan Sanchez, Charlie & Elizabeth Schrock, Jessica Somers, Katherine Stankewicz, Sarah & Mark Valentine, Denny & Rebecca VanCleve, Tamara Watkins-Polmatier, Robert & Suzanne Wettstein, Levi Zeitler, Denise & Brian Zilmer

Dual-Renee & Dan Dallich, David & Theresa Granados, Lynette & Frank Green, Mike & Mary Jo Rakowski, Natalie Stankevych, Sue & Mitch Stehula, Kristoffer & Sierra Walker

Individual-Michael D'Souza, Mary Ann Huguet, Dawn Schuster, Erin Welcing

Collections Corner

100 Years of Collecting Shoes

By: Lisa Zimmerman, Curator

As you walk through *The Edge of the Inland Sea* you will find 11 very different pairs of shoes that span over 200+ years. The exhibit boasts moccasins to stadium boots and everything in between. But what you see on the gallery floor is only the beginning; these are only a small fraction of what lies in the museum's collection. Since 1915 the museum has collected 339 pairs of shoes in all shapes, sizes, and styles and this number continues to grow. One of our most recent additions is a pair of 20th century Hmong funeral slippers.

In July, as a part of our centennial celebration, seven pairs of shoes were chosen as the focus of our centennial lobby case. The historic shoes, on display through September 2015, were chosen because they represent how women's footwear evolved between 1830 and 1920. Throughout the 19th century, even though shoes were meant to be functional, heels grew and vibrant colors became more common. In the 1920s fashionable shoes became even more popular as skirt lines ascended. Decorative aspects were added and heels became more important for they gave the foot a sleeker and more feminine look.



These fur lined leather "Stadium Boots" were worn in the 1950s to winter Packer games.



There are more than 300 pairs of shoes in the museum collection's storage area



A pair of children's heels from the 1920s



A pair of beaded heels from ca. 1915



A pair of sabots (wooden clogs) from the museum's collection

Dinner Programs 2015-2016



8/27/15 Christopher Winters: Steaming through the American Century

When Milwaukee photographer and self-confessed “boat nerd” Christopher Winters ran across a Great Lakes steamboat nearing her 100th birthday, he approached the boat’s owner about documenting the remarkable longevity of the S.S. St. Mary’s Challenger. It took him four years – and the latest in digital photography – to snap a half-million frames of the Challenger in action. The photos will be on display at the Neville.



10/22/15 The Dr. Rosa Minoka-Hill Story

This one-woman play brings to life the memories of the first woman doctor honored with a lifetime membership to the Wisconsin State Medical Society. It illustrates the dignity and grace of one of the state’s finest and most overlooked figure and reveals the struggles faced by Native Americans in Wisconsin and America. Carol O. Smart is an Oneida Indian Storyteller and the Granddaughter of Dr. Rosa Minoka-Hill. As a Chautauqua Character, she brings this historical figure that she portrays to life on the stage.



11/17/15 – Roll out the Barrels

A courageous young Bohemian cooper created a new life in America and a legendary company, Frank J. Hess and Sons Cooperage. Now his grandson tells the tale. Gary J. Hess delivers a fascinating history of barrel making and the largest independent cooperage in Wisconsin. He shares the story of his family and family business with pride.



12/9/15 – "Elizabeth Baird Remembers Life in Early Wisconsin: 1810 - 1890"

Bey Smith as Elizabeth Baird and Peg Hardt as Louis Du Charme, fiddler. The performance will feature stories of life in early Wisconsin as seen through the eyes of Elizabeth Baird. It will also include some Christmas and New Year's traditions.



2/18/16 – Fish Fries and Rib-Eyes and Highballs, Oh My! Wisconsin's Supper Club Culture

Regional food writer and Green Bay native Terese Allen explores the distinctive food, culture and history of the supper club. What makes a supper club authentic? How did the Friday night fish fry originate? Why are Manhattans and Old-Fashioneds made with brandy in Wisconsin? And what's with the funny name, “supper club,” anyway? Come learn about and celebrate the evolving story and multi-layered meanings of this idiosyncratic and much-beloved Wisconsin tradition.



3/16/16 – “Wakes, Weddings and Funeral Traditions of Ireland”

Julianne Stanz was born and educated in Ireland and is the director of new evangelization at the Diocese of Green Bay. In this engaging presentation learn about the many traditions in Ireland associated with Wakes, Wedding and Funerals



4/14/16 – The Last Wooden Shoe Carvers in America

Watch as Journeyman Luke Traver and Apprentice Dev Traver of Oostburg, Wisconsin hand carve a (klompen) wooden shoe. The Master Carver who taught them Bob Siegel will also be featured in a video from P.B.S. Bob Siegel took on an apprentice as a way to help preserve a nearly extinct skill, now his apprentice has an apprentice.



5/19/16 – Preserving and Restoring American History

Bill Robillard’s mission is to repair, restore and conserve wooden artifacts as perfectly as possible. In the past few years the Neville has had the pleasure of working with Bill on multiple projects including the restoration and repair of the Kaap’s Booth and our very rare Monowheel. “Restorers take historical work and bring it back,” Bill said. “It’s part history, part chemistry, part woodworking and part art.” This presentation will include photos of the Neville restorations, stories and a question and answer period.

Dinner programs are \$20/member and \$25/non-members. Dinners begin at 5:00 p.m. and program begins at 6:00 p.m. For more registration information please visit www.NevillePublicMuseum.org or call 920-448-7874.

Board Member Spotlight



Alex Renard has been a Foundation Board Member since February 2015 after years of being a member of our Resource Development committee. Alex has a great love of history, historic preservation, and teaching others about it. When he found this group of people that shared his passion he was hooked.

The thing Alex loves most about the Neville is its accessibility. The Neville is in the center of town, has free parking, reasonable admission, and great benefits if you're a member. Plus, there are always new exhibits and programs being offered.

His favorite memories are times he spent at the museum with his family. "I wish people knew how much the Neville has to offer. The museum has really interesting permanent exhibits where people can learn about the history of Green Bay, and as many times as I have seen some of the exhibits, each time I visit, I always see something I hadn't noticed before. In addition to the permanent exhibits, the traveling exhibits are worth seeing as well! The size of the

museum is also perfect.-it's not so overwhelming. Often my family will stop in after lunch or on their way to dinner to check out a single exhibit. Other times, we'll go in and can tour the entire museum in a few hours, reminiscing over trips we took when we were kids and telling each other our favorite memories," Alex said.

In addition to the Neville, Alex is a member of the Green Bay and De Pere Antiquarians, an organization that is also dedicated to the preservation of Green Bay's and De Pere's history. I am also involved with the Green Bay Diocesan museum, whose goal is to preserve and teach the history of the Diocese of Green Bay. History is of great interest to me, on any level, whether I am reading about it, watching a documentary on a great leader, visiting a museum or a historical or architectural landmark, I enjoy history. I also have a great love of the outdoors, especially activities on the water like fishing or kayaking.

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Find Us Online!

Explore our exhibits and programs
at www.NevillePublicMuseum.org

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Neville Public Museum Foundation

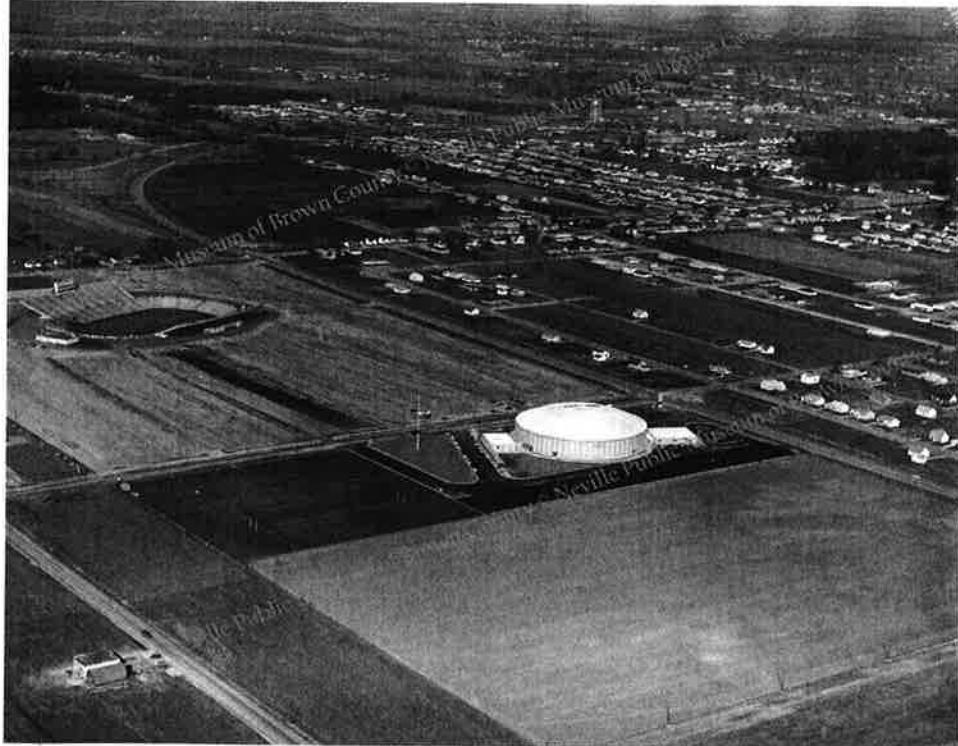
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From the Archives



This aerial view shows the newly constructed Brown County Veterans Memorial Arena as well as the "new" City Stadium (now Lambeau Field). Construction on City Stadium was completed in 1957. The stadium was renamed in 1965 after the death of Green Bay Packer legend Curly Lambeau. From the Press-Gazette Collection of the Neville Public Museum of Brown County #27.1988.5538.

On the cover: Exhibits at the Neville Public Museum (125 S. Jefferson Street) in 1938. To view more great historic photos or order re-productions visit photos.nevilepublicmuseum.org! Follow us on Facebook for a new historic photo every Thursday!

Join the Centennial Club!

Help the Neville Museum celebrate its 100 year anniversary by becoming a part of history.

In 2015, anyone who donates over \$100 dollars to the Neville Public Museum Foundation will be a part of the Museum's "*Centennial Club*" forever. The Museum will be hanging a permanent "*Centennial Club*" display to commemorate 100 years!

All "*Centennial Club*" donors will be recognized in the 2015 Annual Report and be invited to see the display when it is completed in early 2016.

Permanent Exhibits

Museum Hours

On the Edge of the Inland Sea *(permanent)*

A 12,000 year-walk through time that leads visitors on a journey from the end of the last Ice Age to the mid-20th century.

Discovery Room *(permanent)*

Located on the first floor just past the Neville Theater, the bright and colorful Discovery Room delights younger visitors and families with its array of hands-on learning experiences. Includes a large dinosaur mural.

Hometown Advantage: The Community and the Packers *(permanent)*

View eight short videos about the unique relationship of the Green Bay Packers to the local community.

And, don't miss... Memberships

Become a Friend of the Neville and Save! Receive free admission to the Neville and (through the ASTC Passport Membership) reciprocal admission to over 300 ASTC museums and science centers; 10% off in the Gift Shop; and, discounts and advance registrations for programs, workshops and special events; VIP invitations to exhibits and programs.

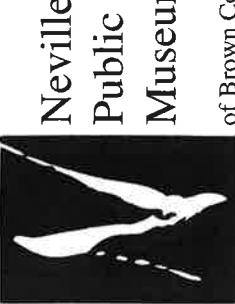
International Film Series with the Green Bay Film Society

See foreign-made films in the intimate Neville Theater. Films are the third Wednesdays of the month, September through May, start at 7pm and are free admission. Please check the Neville website for details.

www.nevillepublicmuseum.org

Sunday: Noon to 5pm All year
Tues-Sat: 9am to 5pm Mar-Dec
Tues-Sat: 10am to 4pm Jan-Feb
1st Wed. of the Month: 9am to 8pm All year

of Brown County



Exhibits & Highlights

Admission

Members: Free

Adults (16 and older): \$5

Children 6 through 15: \$3

Children 5 and under: Free

School and Youth Groups: Call

920-448-7840

for rates

*prices valid through Dec. 31 2015

FREE on the first Wednesday of the month with Brown County proof of residency 5pm to 8pm.

Check out artwork by local artists, jewelry, pottery, paintings, historic photos and note cards, books, Packer gear, kid's items and much more!

www.NevillePublicMuseum.org

Look online on the Neville Public Museum website, www.nevillepublicmuseum.org, to find out the latest about the exhibits, programs and events at the Neville Public Museum!

Neville Public Museum

210 Museum Place
Green Bay, WI 54303-2760
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September '15 - July '16



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Building our Community: 100+ Years of Architecture and Design in Brown County

Through March 26, 2016

Established in Green Bay in 1898, Berners-Schober Associates has accumulated an archive of several thousand buildings, including some of the most recognizable landmarks throughout Brown County. This exhibit features architectural plans, drawings, photographs, as well as hands-on interactives of the more than one hundred buildings that have shaped the identity of the greater Green Bay community.

Christopher Winters Photography: Steaming Through the American Century

Through September 13, 2015

When Milwaukee photographer and self-confessed "boat nerd" Christopher Winters ran across a Great Lakes steamboat nearing her 100th birthday, he approached the boat's owner about documenting the remarkable longevity of the steamship St. Mary's Challenger. It took him four years – and the latest in digital photography – to snap a half-million frames of the Challenger in action. This exhibit features spellbinding images of the historic ship and the daily routines of its dedicated crew.

EXTREME DEEP: Mission to the Abyss

Sept. 19, 2015 – Jan. 6, 2016

Take a deep dive into the mysterious world of deep-sea exploration at the Neville Public Museum. Presented by Evergreen Exhibitions in collaboration with Woods Hole Oceanographic Institution, *EXTREME DEEP* is an interactive exhibit that highlights the adventures of deep-sea discovery through cutting-edge science and technology. Newly discovered life forms, thermal vents, close-up views of deep-sea research submersibles, and shipwrecks, including the *Titanic*, are among the attractions in this deep-sea adventure.

Sisters in Spirit: Native American Stories in Rocks and Beads

Sept. 26, 2015 – Feb. 14, 2016

Wisconsin is a unique mixture of immigrant and native populations. Living together in complicated relationships for hundreds of years, both populations shaped the State in which we live.

Sisters in Spirit: Native American Stories in Rocks and Beads displays the works of two artists – one Oneida and one from European stock – who both hear the whispers of the original occupants of our shared home. When their work is viewed together, the viewer gets a compelling glimpse of the continuing influence of Native Americans on contemporary Wisconsin art.

Green Bay Art Colony Annual Exhibition

Jan. 16, 2016 – Feb. 28, 2016

In 1915, nine women created the Green Bay Art Club to assure that art and culture would be part of the local community. That same year, they organized a one-week exhibit of historically significant objects in the basement of the original library at the northeast corner of Jefferson and Doty streets. Every year since 1927 an exhibit of the Colony members' current artwork has been exhibited at the Neville Public Museum.

Feline Fine: Art of Cats

March 6, 2016 – April 17, 2016

Cats have been domesticated since prehistoric times and have often been the objects of superstition as well as veneration, notably for example, by ancient Egyptians. This traveling exhibition consists of 50 new paintings and sculptures by leading artists who specialize in the subject of cats. Artworks in *Feline Fine: Art of Cats* portray domestic breeds and wild cats in a variety of styles ranging from photo-realism to painterly impressionism.

Lure of the Ocean: The Art of Stanley Meltzoff

March 6, 2016 – May 8, 2016

Stanley Meltzoff (1917-2006) called himself a picture maker and fish painter, but he was more than just any fish painter. The exhibition features approximately 30 oil paintings by Meltzoff, many that are three to four feet long that portray fish in their environments from the New Jersey shores to the shallows of the Caribbean and the deep Atlantic waters. The paintings will be supplemented by specimens primarily of fish, plus turtle, shell and coral selected from the Neville Public Museum collection.

Life and Death at Fort Howard

April 16, 2016 – April 9, 2017

America's victory during the War of 1812 ushered in a new era of defense, democracy and development

in the Upper Great Lakes. In recognition of the 200th anniversary of the founding of Fort Howard in 1816, this exhibit focuses on the personal stories of life and death at this Fort in Green Bay. Through the display of authentic artifacts, rare maps and hands-on interactives, visitors to the exhibit will be given an inside look at the personalities of those who helped lay the foundations modern Green Bay.

An Artistic Discovery

April – May 2016

An Artistic Discovery is an annual exhibition of high school art sponsored by the United States Congress in each congressional district in the nation. Featured at the Neville are artworks from students in Wisconsin's Eighth Congressional District. This is a juried exhibition of artworks based on guidelines developed by the US Congress. The first-prize winning artist has his or her artwork displayed in the US Capitol for one year alongside winners from around the country.

71st Art Annual

May 14, 2016 – July 2, 2016

The *Art Annual* Juried Exhibition is an important bridge between the artistic communities of Northeastern Wisconsin and the Upper Peninsula of Michigan. There are literally generations of artists that apply each year and it is the *Art Annual* that connects these generations through art here at the Neville Public Museum.

Ice Age Imperials

May 27, 2016 – October 30, 2016

Ice Age Imperials is a traveling museum exhibit that makes the drama of the majestic animals that dominated the age accessible to all. *Ice Age Imperials* provides a rare opportunity for visitors to 'Touch the Ice Age'. Interacting with real fossils from ancient animals like the sabretooth cat, woolly mammoth, giant sloth, dire wolf, giant beaver, and teeth from a huge Ice Age bear will make the Ice Age come alive to visitors like never before. Using two full-scale dioramas, a series of interactive displays and wall-mounted educational components, *Ice Age Imperials* prompt visitors to wonder: When and where was it? What was life like here during the Ice Age? How do today's animals compare to their extinct Ice Age relatives?

Exclude this aspen regen harvest to reduce total aesthetic impact to park users?

